

June 18, 2008 International Herald Tribune
advertising supplement on Warsaw

Summary of comments from writer's contacts

Source of comments

The writer, David Paget, alerted his contacts on the eve of the supplement's June 18 publication. What follows is his summary of the comments elicited. The contacts reflect his Canadian origins, and his expatriate existence since 2000 (originally in Tokyo, and in Warsaw since 2006). About half of the comments were from expatriates, who substantially fit the profile of IHT readers (e.g. professionals, frequent international travelers). The other half were from North American (mainly Canadian) residents, Tokyoites, and Varsovites.

In addition to comments from North America, Tokyo and Warsaw, comments were received from Berlin, Brunei, Delhi, London, Paris, Riga and Stockholm.

Themes of the comments

The main themes of the comments can be summarized as follows.

- We did not know that Warsaw was so dynamic and interesting
- We would like to visit Warsaw as a result
- The insert was a good mix of economics, architecture and tourism, with elements of culture and history, and a successful blend of text and pictures.

Sampling of comments

"I now realize Warsaw is not at all the city I imagined. It seems very modern and interesting. Maybe I'll visit there later this year!"

"Your pieces are all informative about what is happening in Warsaw and they certainly make for a very inviting picture both for investors and tourists."

"The tone of the supplement is encouraging and enthusiastic, without being exaggerated or lyrical...I also liked the integration of cultural and historical references, as in the tourism text. The planned skyscrapers look magnificent."

"Very informative and certainly dispels the perception that Poland is lagging or backward. The renewed vigour of a healthy economy, expansion and capability are all significant factors you

underline about Warsaw and its people that make it a desirable destination to visit, do business with, and invest in.”

“Excellent article. The photos are magnificent. I learned so much. Didn’t know Warsaw has a woman mayor. Had no idea there was so much modernity in Warsaw. Makes me want to visit!”

“You bring Warsaw to life. Makes me want to return.”

“Makes one want to visit the city.”

“I hope I can visit you there some day to see it all for myself.”

“It is indeed interesting and a far cry from the Poland that I think most of us picture when it comes up in conversation (not that it happens that often mind you...)”

“Warsaw never sounded better!”

“Full of very interesting facts and insights...Made me want to hop on the next plane.”

“Fascinating...And I thought that all development was occurring in India!!!” (comment from Delhi)

A special note is called for concerning comments received from Varsovites:

Expatriates for the most part were positive, e.g.

“We share your enthusiasm. It’s as you say, most visitors (to Warsaw) don’t expect much, but they are usually very pleasantly surprised and they leave happy.”

“Thrilled to see such a dynamic presentation of Warsaw.”

Local people were split evenly between those who see the “glass as half empty” and those who see it as “half full”. The former were pleased but somewhat surprised at the positive depiction of their city, e.g. “Yes, I think that business conditions as well as tourist ones are improving year by year and they reached quite a high level recently but as an inhabitant I can better notice... a long list of ‘have to be modernized’ items.”

The “glass half full” group are illustrated by the following:

“...concise, based on facts and figures, very pleasant to read and very complimentary about Warsaw! After your article, I feel proud to be Varsovian.”

“The article was a great job and will for sure have huge impact in creating good image of Warsaw!”

DP
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