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## Campaign promoting Poland in the context of culinary tourism: "Get a taste for Poland" („Rozsmakuj się w Polsce”).

### Project context

Interest in topics related to the broadly understood culinary (cooking, national and regional cuisines, festivals and culinary routes) is growing year by year. Not only books, magazines and culinary channels are getting more and more popular, but also blogs and vlogs, and their creators gain the status of celebrities. The desire to learn new flavors, try a new kitchen or the opportunity to enjoy your favorite flavors in their place of origin is an additional motive of tourist trips. Tourists want to get to know local dishes and traditions, and culinary has become an important (though not the basic) attribute of choosing a place for a tourist trip. They are also one of the basic factors influencing the satisfaction of staying.

In connection with the above, "culinary" began to play an important role in promoting the destination. There is more and more culinary programs, routes and events of an international nature often involving culinary celebrities. Owning a restaurant with a Michelin star is as broadly communicated to tourists as possible and somehow constitutes the culinary quality of the city/region.

Polish cuisine is appreciated by residents of many countries, and at the same time is one of the first associations of people with relatively little knowledge about Poland. The promotion of Polish cuisine is therefore a great opportunity to communicate the tourist attractiveness of our country, both based on the values of the natural environment (slow food, healthy food) and cultural heritage (traditional cuisine).

At the same time, Poland's key tourist products are similar to those promoted by countries such as Hungary or the Czech Republic. Leisure in cities, cultural heritage, historical architecture (castles, palaces) are so similar in Central Europe that foreign tourists - deprived of detailed knowledge about the differences between the countries of the region - may treat these countries as offering substitutional proposals.

Therefore, it is crucial to build awareness in target groups that Poland guarantees a diverse culinary offer and use it to build a competitive advantage in relation to other countries from Central Europe. Therefore, it is important to find Poland's advantage over competition and thus stand out in a

significant way. This role can be played by the cooking; they are a distinctive feature, they add value to the visit, they cause the tourist to take into account the diversity/ richness of Polish cuisine. Supplementing the image of Poland, providing these additional attributes to the list of benefits (which the tourist will achieve) will make Poland be perceived as a more attractive tourist country than other countries of Central Europe.

## Marketing objectives

The main goal of the campaign: building/ strengthening the image of Poland as a place guaranteeing the diversity of high quality culinary experiences - based on traditional/ regional dishes in a modern version:

- conversion of people interested in stay (city breaks) in Czech Republic and Hungary to Poland using ads containing a culinary element,
- presentation of Polish cuisine specialties & events confirming the highest quality – e.g. Krakow as a culinary capital - as attributes of cities for citybreak trips.

All of the above activities are to ultimately build a promising picture of culinary Poland and encourage more frequent selection of Polish cities as a destination - especially relative to regional competitors such as the Czech Republic, Slovakia or Hungary, who promote themselves in the following way:

- Czech Republic: "traditional but modern cuisine", "rich and simple",
- Slovakia: "as diverse as a country" (easy to distinguish - Slovaks communicate folk and folklore),
- Hungary communicates a gastronomic revolution - from traditional flavors to exquisite culinary experiences.

## Markets and promoted cities

Considering the data on accommodation given in previous years, the assumptions of the Polish Marketing Strategy in the tourism sector for the years 2012-2020 and experience gained thanks to the previous campaigns implemented on several markets (including efficiency of communication on a larger number of markets, behavioral behavior of campaign recipients), the campaign will be directed to 5 markets:

- Germany,
- United Kingdom,
- Sweden,
- Norway,
- Russia,

Promoted cities:

- Warsaw,
- Cracow,
- Gdańsk (Tricity),
- Poznan,
- Wroclaw (Silesia),
- Katowice,
- Łódź,

## Target group

- Scandinavia (Norway + Sweden)

Recipients: 35+ people - traveling without children; younger people with children

Preferences: direct air connections; high quality culinary experience; younger people with children - attractions for children; fine dining; slow food; nature, organic products, high-quality regional cuisine

- United Kingdom

Recipients: people 35+

Preferences: regional cuisine, vegetarian cuisine, culinary awards, organic products, ecology

- Germany

Recipients: 35+ people - traveling without children

Preferences: city break, kitchen as an important element, culinary products, traditional dishes and international cuisine

- Russia

Recipients: 35-60 people - traveling without children

Preferences: city break, kitchen as an important element, culinary products, traditional dishes and international cuisine

## Description of the campaign

### BASIC CAMPAIGN PARAMETERS

- Goal: promotion of Polish cities in the context of a city break with an emphasis on culinary heritage (culinary city break),
- Recipients: people in the 35-60 age range,
- Markets: Germany, Great Britain, Sweden, Norway, Russia,
- Campaign duration: August – September 2019.
- Communication channel: Internet.

### STAGES OF CAMPAIGN IMPLEMENTATION

- Preparation of the creative work
- Launch of the campaign in parallel:
  - Image campaign based on search engines and the GDN network,

The user clicking on the ad will be moved to the landing page/page tied with the city the user interested in. At the same time, the content corresponding to the content of the clicked ad will be displayed to him, e.g. if he clicks on the Gdańsk ad, he will be redirected to content related to

culinary in Gdańsk, respectively. At the same time, the campaign landing page will be created in such a way that the user can easily view the proposals of all cities participating in the campaign, e.g. icons of other cities will be displayed in the form of a carousel next to the presentation of the currently visited city.

— Sales campaign implemented on booking websites.

An Intrenaut who looks for tourist destination for a trip (mainly city break) to the Czech Republic or Hungary on booking portals will see advertising messages of the campaign. Under its influence, he/she is to change his decision and choose Poland as a country where he will spend his free time.

## Tasks of POT

- To create landing page for the campaign. As part of the campaign, a special landing page in the poland.travel domain will be created for the campaign in the appropriate language version with information about selected cities presented in the culinary context - regional cuisine, routes, culinary attractions, awards, events, specific travel ideas.
- To prepare content for polish.travel site in the language versions of countries in which the campaign will be run,
- To transfer of necessary materials for the Contractor to create advertising formats,
- KV preparation based on the main assumptions of the campaign,
- To prepare the campaign umbrella password. More information on this subject in the "Creative work" section, Preparation of a copy adapted to a given market and target group.

The campaign will be implemented in cooperation with cities. The number of creatives in the campaign will be related to the number of promoted cities, countries where the campaign will be run and the locations/ dishes that will be promoted.

## Contractor's tasks

### CONTRACTOR'S TASKS - IMAGE CAMPAIGN (GENERAL ON INTERNET)

- Reach people with the message who are looking for proposals for a trip to the Czech Republic or Hungary and that they will click on the advertisement and move to a dedicated tab / page in the structure of the page poland.travel,
- The necessary reformatting of the advertisement based on the KV provided by POT, advertising materials must meet the technical specifications of the publishers,
- Supervision and optimization of campaigns,
- Preparing a report summarizing the entire campaign in accordance with the requirements set out in the further part of the document,

### CONTRACTOR'S TASKS - CAMPAIGN BOOKING PORTALS

- The message will reach people who search on the booking portal for proposals to travel to the Czech Republic or Hungary and make them click on the advertisement and - under its influence - decide to come to Poland and do bookings,
- The necessary reformatting of the advertisement based on the KV provided by the POT, -

advertising materials must meet the technical specifications of the publishers,

- Supervision and optimization of campaigns,
- Preparing a report summarizing the entire campaign in accordance with the requirements set out in the further part of the document.

## Creative work

USP: unique places to plan your trip, diversity with other countries in Central Europe, historical and cultural attractions complemented with a culinary element: high-quality local products, diverse traditions of regional cuisine, combination of sightseeing with learning about local flavors, diverse gastronomic offer, offer based on trends and - in selected countries - on eco, slow, vege trends.

For the purposes of the campaign, a common preliminary umbrella slogan was created: "Get a taste for Poland" („Rozsmakuj się w Polsce”) for all promoted cities and it will be adapted to every market. Additional slogans for campaign views should contain a clear, encouraging and clearly formulated CTA (Call to Action) and city name.

For the needs of advertising- depending on the market -, 2-3 versions of advertising banners will be created for each city. The advertisements will present the advantages of cities with the emphasis on culinary accents and hospitality (e.g. people at the table with regional delicacies, culinary workshops, etc.). At the same time, the graphics should be vivid and attractive.

Banners will be created based on materials available in POT or provided by partners.

Requirements:

- the creative work will be consistent with the visual identity of the POT,
- obligatory elements are: POT logo and hashtags: #VisitPoland, #polandtravel,
- the initial/preliminary creative line is to be original, in a thoughtful way showing the tourist values important for each of the target markets,
- the preliminary creative line will be adapted to the target group and marketing objectives,
- the initial/preliminary creative line will be dynamic enough to attract the attention of the recipient,
- linguistic correctness of texts used in the campaign will be verified by a native speaker/ ZOPOT,
- depending on the effectiveness of the campaign being carried out, the Contractor may (in consultation with POT) optimize the creation and make changes in both the creation, format and copy,

## Summary report

The report should contain the following information:

1. Printscreen from the first day of ad broadcast for both phases of the campaign,
  2. Advertising emission statistics with the number of clicks/ impressions in the advertisement,
  3. The minimum scope of analyzes after the campaign:
- average ROAS (a separate overview for every country – if possible),
  - number of tickets sold (if the source of the data does not belong to the owner of the site, the actual source shall be indicated) (a separate overview for every country – if possible),
  - average expenses (average ticket price, accommodation, if possible) (a separate overview for every country – if possible),
  - recipient profile: demographic (including the size of the area/city – name of each, which accounts for a total of at least 80% of traffic – distribution) and behavioural (interests),
  - total number of hotel rooms sold, average length of stay, (a separate overview for every country – if possible),
  - average gap between the date of booking and the date of departure, division into 10-day segments (a separate overview for every country – if possible),

- users' traffic on the Internet and the types of tourist sites they visit (a separate overview for every country – if possible),
- efficiency of advertising formats: key media parameters (a separate overview for every country – if possible),
- efficiency of individual designs: key media parameters (a separate overview for every country – if possible),
- the screen on which the ads were displayed (mobile vs. desktop) (a separate overview for every country – if possible),

Additional analyses:

- the share of airlines for which the tickets have been sold, (a separate overview for every country – if possible),
- the participation of airports from which the tourists leave, (a separate overview for every country – if possible),
- average duration of the purchase process; division into 10-day segments, (a separate overview for every country – if possible),
- the average time between the booking date and the flight date, division into 10-day segments, (a separate overview for every country – if possible),
- average time from searching for a booking to finishing the travel; how long does it take for a user who may interact with our campaign to search, book and travel to Poland, (a separate overview for every country – if possible),
- shall the campaign be carried out through Internet search engines: providing competition according to keywords, (a separate overview for every country – if possible),

## Criteria of offer selection

- 30% - price,
- 30% - image campaign - number of visits to the site; measurement carried out on poland.travel, the Contractor will get access to the website so that he can follow the progress of the campaign, Clicks structure (accepted deviation 0.1 percentage point): Contractor to increase the number of clicks (vs. the natural distribution of interest in cities in Poland by foreign tourists) for other cities than Warsaw and Krakow looks as follow:

Warsaw - 30%,  
 Krakow - 30%,  
 Gdańsk (Tricity) - 8%,  
 Poznań - 8%,  
 Wrocław - 8%,  
 Katowice (Silesia) - 8%,  
 Łódź - 8%.

- 37% - number of tickets sold,  
 Ticket sold structure (accepted deviation 0.1 percentage point): Contractor to increase the number of clicks (vs. the natural distribution of interest in cities in Poland by foreign tourists) for other cities than Warsaw and Krakow looks as follow:

Warsaw - 30%,  
 Krakow - 30%,  
 Gdańsk (Tricity) - 8%,

Poznań - 8%,  
Wrocław - 8%,  
Katowice (Silesia) - 8%,  
Łódź - 8%.

- 3% - additional analyzes - 0.5% for each.

ADDITIONAL CONDITIONS FOR PARTICIPATION: Confirmation that the Contractor is able to prepare a report based on data from the booking system in accordance with the requirements of the client: the lack of such confirmation results in the rejection of the offer.

Performance Indicators:

- Number of visits to the website not less than 120,000, counted in total for all cities.
- Number of sold tickets not less than 2 400, counted in total for all cities.

## Appendix 1. Promoted cities with their culinary characteristics and list of direct flights connections

City	Culinary characteristic	Direct flights connections
Warsaw	<p>In the city:</p> <ul style="list-style-type: none"> <li>• Night Market, craft beer bars (city tour), Warsaw Beer Festival</li> <li>• old Warsaw - Koneser Praga Centre with Polish Vodka Museum, Różyczka market as a historical place in Praga district</li> <li>• capital of vegetarian cuisine in Poland (culinary awards) – In 2016 Warsaw achieved the 3rd place in the world as a vegan-friendly city according to American website „Happy Cow”. In 2017 Warsaw was listed on the 7th place in the same contest.</li> <li>• breakfast markets</li> <li>• historical restaurants: u Fukiera, Czerwony Wieprz</li> <li>• restaurants listed on the Gault&amp;Millau 2018 guide</li> <li>• culinary tours</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Official Warsaw website: <a href="https://warsawtour.pl/#pll_switcher">https://warsawtour.pl/#pll_switcher</a> (ENG, DE) – culinary informations: <a href="https://warsawtour.pl/en/for-foodies/">https://warsawtour.pl/en/for-foodies/</a> <a href="https://warsawtour.pl/en/polish-cuisine/">https://warsawtour.pl/en/polish-cuisine/</a></li> <li>• Polish Vodka Museum - <a href="https://muzeumpolskiejwodki.pl/en/">https://muzeumpolskiejwodki.pl/en/</a> (ENG)</li> <li>• Warsaw Beer Festival - <a href="http://warszawskifestiwalpiwa.pl/en/">http://warszawskifestiwalpiwa.pl/en/</a> (ENG)</li> </ul>	Germany (7 connections), Great Britain (7 connections), Sweden (4 connections), Norway (3 connections), Russia (3 connections),
Cracow	<p>In the city:</p> <ul style="list-style-type: none"> <li>• European Capital of Gastronomic Culture 2019</li> <li>• highlighted restaurants by Michelin – 25 restaurants</li> <li>• regional culinary products of Małopolska region (<i>obwarzanek, prądnicki bread</i>)</li> <li>• Cracow picnics</li> <li>• Obwarzanek feast</li> <li>• St. John's Fair</li> <li>• Dumplings festival</li> <li>• Szlak Karczm Regionalnych (Regional Inn Route) - Cracow/Małopolska region</li> <li>• Winery route – Cracow/Małopolska region</li> <li>• Slow Food products</li> <li>• traditional market places</li> <li>• Pietruszkowy market (Parsley's market)</li> <li>• Obwarzanek museum</li> <li>• cyclical culinary events, eg. Najedzeni Fest</li> <li>• crafts beers</li> <li>• street food</li> <li>• new culinary initiatives</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Cracow city: <a href="http://krakow.travel/">http://krakow.travel/</a> (ENG, DE, IT)</li> <li>• official Cracow website dedicated to the culinary aspects of the city – <a href="http://www.kulinaryny.krakow.pl/culinary.krakow.pl">www.kulinaryny.krakow.pl/culinary.krakow.pl</a> (ENG)</li> </ul>	Great Britain (15 connections), Germany (6 connections), Norway (5 connections), Sweden (4 connections)



Gdansk (Tricity)	<p>In the city:</p> <ul style="list-style-type: none"> <li>• Pomeranian and Kashubian cuisine</li> <li>• restaurants listed on the Gault&amp;Millau 2018 guide</li> <li>• culinary tours</li> <li>• St. Dominic's Fair</li> </ul> <p>Culinary routes:</p> <ul style="list-style-type: none"> <li>• Gdańsk-Pomorskie Culinary Prestige route - slow food</li> <li>• Culinary Center Route in Gdynia</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Gdańsk official website: <a href="https://visitgdansk.com/">https://visitgdansk.com/</a> (ENG, DE, SE) – informations about culinary: <a href="https://visitgdansk.com/en/gastronomia">https://visitgdansk.com/en/gastronomia</a></li> <li>• St. Dominic's Fair - <a href="http://jarmarkdominika.pl/en/">http://jarmarkdominika.pl/en/</a> (ENG)</li> <li>• Gdańsk-Pomorskie Culinary Prestige route - <a href="http://www.pomorskie-prestige.eu/p/culinary-prestige">http://www.pomorskie-prestige.eu/p/culinary-prestige</a> (ENG); <a href="https://www.facebook.com/PomorskiePrestige/?ref=nf&amp;hc_ref=ARTg-bmFhjFiUGwbOLOZhEWEWRltRKXulv1Ur3hR-iNoSSDgAqeOdY6FDnZEVXWxEFs">https://www.facebook.com/PomorskiePrestige/?ref=nf&amp;hc_ref=ARTg-bmFhjFiUGwbOLOZhEWEWRltRKXulv1Ur3hR-iNoSSDgAqeOdY6FDnZEVXWxEFs</a></li> <li>• Culinary Center Route in Gdynia - <a href="http://www.kulinarnagdynia.pl/home/">http://www.kulinarnagdynia.pl/home/</a> (ENG)</li> </ul>	Great Britain (10 connections), Norway (9 connections), Germany (5 connections), Sweden (3 connections),
Poznań	<p>In the city:</p> <ul style="list-style-type: none"> <li>• Greater Poland cuisine: goose, Saint Martin Croissants</li> <li>• Poznan Croissant Museum</li> <li>• restaurants listed on the Gault&amp;Millau 2018 guide</li> <li>• culinary tours</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Poznan: <a href="http://poznan.travel/">http://poznan.travel/</a> (ENG) – culinary informations: <a href="http://poznan.travel/en/c/gdzie-zjesc">http://poznan.travel/en/c/gdzie-zjesc</a></li> <li>• Poznan Croissant Museum - <a href="http://rogalowemuzeum.pl/en/">http://rogalowemuzeum.pl/en/</a> (ENG)</li> </ul>	Great Britain (6 connections), Norway (1 connections),
Wrocław	<p>In the city:</p> <ul style="list-style-type: none"> <li>• gastronomy achievements - Campo Modern Grill restaurants with the award for the best design; local ice-cream shop among the 20. best ice-cream shops in Europe according to the Guardian</li> <li>• culinary tours</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Wrocław: <a href="https://visitwroclaw.eu/">https://visitwroclaw.eu/</a> (ENG, DE) – culinary informations (list of restaurants) <a href="https://visitwroclaw.eu/en/places/food-and-drink">https://visitwroclaw.eu/en/places/food-and-drink</a></li> </ul>	Great Britain (13 connections), Germany (4 connections), Norway (1 connections), Sweden (1 connections),
Katowice and Silesia Region	<p>Region:</p> <ul style="list-style-type: none"> <li>• Silesian cuisine</li> <li>• The Museum of the Duke's Brewery in Tychy (approx. 20 km from Katowice)</li> </ul> <p>Szlak:</p> <ul style="list-style-type: none"> <li>• Śląskie Smaki (Silesian tastes) culinary route</li> </ul> <p>Websites:</p> <ul style="list-style-type: none"> <li>• Katowice: <a href="https://www.katowice.eu/en">https://www.katowice.eu/en</a> (ENG, DE)</li> <li>• Silesia region: <a href="https://slaskie.travel/">https://slaskie.travel/</a> (ENG, DE) – Śląskie Smaki (Silesian tastes) culinary route <a href="https://slaskie.travel/Grupa-">https://slaskie.travel/Grupa-</a></li> </ul>	Great Britain (5 connections), Norway (3 connections), Germany (3 connections), Sweden (2 connections),

	<a href="https://przewodnikow/105404/Pokaz/22687/szlak-kulinarny-slaskie-smaki?cultureName=en-US">przewodnikow/105404/Pokaz/22687/szlak-kulinarny-slaskie-smaki?cultureName=en-US</a> <ul style="list-style-type: none"> <li>• The Museum of the Duke's Brewery in Tychy - <a href="https://zwiedzbrowar.pl/en/">https://zwiedzbrowar.pl/en/</a> (ENG, DE)</li> <li>• Śląskie Smaki (Silesian tastes) culinary route - <a href="https://www.slaskiesmaki.pl/en-US">https://www.slaskiesmaki.pl/en-US</a> (ENG, DE)</li> </ul>	
Łódź	<ul style="list-style-type: none"> <li>• street food – Piotrkowska Off</li> <li>• local festivals of craft ice-creams, beers, breakfast markets, sushi, vegetarian street foods</li> </ul> Websites: <ul style="list-style-type: none"> <li>• general: <a href="https://lodz.travel/en/">https://lodz.travel/en/</a> (EN, FR, DE, RU)</li> <li>• culinary informations: <a href="https://lodz.travel/en/tourism/where-to-eat/">https://lodz.travel/en/tourism/where-to-eat/</a></li> </ul>	Great Britain (2 connections) Germany (1 connections)