
MAGICAL AND CHARMING OR UNREAL BEAUTY ABOUT THE MARKETING OF POLISH CITIES

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Abstract

Nowadays, places (cities, regions) are treated as specific goods that can generate measurable profits if they are properly managed. Managing the image of the city is not easy, because it is a complex network process in which many actors are involved. The essence, goals and tasks of territorial marketing indicate that the implementation of it requires various forms of communication. The task of the city's image strategy is first of all to create a coherent picture based on clear distinctiveness. Even if the city's economic or cultural capital is low, strategies can be based on other assets. In the article, there are examples of city campaigns, of three different cities in Poland: Warsaw - as the capital of Poland and a city recognized as Smart City; Katowice - as a big city that used to be associated only with heavy industry, and has undergone a transformation; Sandomierz - as a relatively small, historic city.

Keywords: campaigns, cities, smart, city, marketing

1. Introduction

The key to undertaking any marketing and image activities of a city or a region is the 'initial capital' of the entire undertaking. The city's capital consists of many elements: cultural capital, human capital, material resources, infrastructure, natural assets, attractiveness of investment areas, geographical location and history. A city can boast of a competitive advantage over other cities when it can provide its customers with an offer that is perceived unique by them [1]. The characteristics of the city which distinguish them among others and express themselves with all of the activities that are undertaken in the city, create a specific personality and character [2].

In the case of city marketing, the notions of the centre and periphery are important. Urban and regional centres can today take on different roles in different positions in the centre-periphery hierarchies, occupying a subordinate and peripheral position in some dimensions, in others they can be at the high levels of the hierarchy. This diversity of the ways used to define the own status allows to create identities that help you overcome the sense of the subjective

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marginalization of a given city [3]. Determining the strengths of a given city, that will allow it to be distinguished from other centres even in a small area, can contribute to overcoming the peripheral nature. There are regions that enjoy good socio-cultural identification of their brand, but there are also those that only create it [4]. Another starting point will be that of mountain and coastal resorts, while others are recorded in the case of industrial regions that struggle with cultural, social or economic stereotypes over the years.

What unites all marketing campaigns of cities, regardless of their initial resources, is presenting the entities as magical, unusual, beautiful, interesting, attractive.

2. Smart city concept

Despite the fact that big cities in Poland play the role of economic, tourist or cultural centres, their positions are good, as compared to others, they outdo each other in ideas and spend large sums on promotional activities. They strive to be the most attractive for residents, tourists and investors, thanks to which they can constantly develop. Many cities strive to implement the smart city concept. The 'smart city' concept has become popular in recent years. What is smart city? It is a concept according to which cities use advanced technologies to improve the quality of life and functioning in a city in every aspect. Smart city is an innovative idea focused on city centres to be managed in an ecological, modern, economical and effective manner.

'Smart city' is defined as „a place where traditional networks and services are made more flexible, efficient, and sustainable with the use of information, digital and telecommunication technologies, to improve its operations for the benefit of its inhabitants. Smart cities are greener, safer, faster and friendlier.” [5] Another approach to the definition of the 'smart city' concept is presented by N. Komminos, according to which it consists of four main elements:

- creative population implementing knowledge intensive activities;
- institutions and procedures effective in the creation of knowledge;
- well-developed broadband infrastructure, digital spaces, e-services and on-line tools for knowledge management;
- documented ability to innovate, manage and solve problems [6].

Smart and ecological cities provide development in the field of waste treatment, waste segregation and the care for order in the city. It promotes cycling through the construction of a coherent system of various bike paths [7].

A new generation of cities and a new city-planning paradigm are also emerging: knowledge-intensive, innovative, and intelligent cities, which are driving and being driven by the above global changes [8]. „Generally, we should remind us, that in all the fields, the development of technology must be followed by the education of citizens about their use. Even the most advanced smart city failed to fulfil its purpose, if the feature of Smart Citizen and Education will be missing.” [9]

The legal provisions and the operation of governments and political bodies are also crucial for the development of smart cities. Legal and regulatory issues should be adequately addressed by the government in order to ensure the lossless development of a city [10]. A threat to the city's development may be the phenomenon of the exclusion of certain social groups from the possibility of using the services offered by a smart city – e.g. the low-income, older ones, excluded from society due to disability, with addictions, etc. [11].

In Poland, we are making the first steps in the field of smart cities. According to the IESE Cities in Motion Index report, identifying the smartest cities in the world, 182 smart cities included two Polish cities - Warsaw was ranked 74th and Wroclaw was 94th [12]. In turn, according to the EasyPark report: 2017 Smart Cities Index, within which 500 cities were examined in terms of 19 factors referring to smart cities, the list of 100 most smart cities included only Warsaw (from among Polish cities) – it ranked 89th [*Report EasyPark*, <https://easyparkgroup.com/smart-cities-index/>].

3. Target groups and promotion spending

The overriding goal of marketing activities is to create an image that distinguishes the city from the environment, and this means that it is necessary to show the value of local resources being assets, as compared with competitive proposals and offers. The promotional activity of a city or a region is oriented towards two directions: outside and inside the space. External promotion is addressed to entities and persons located outside the given settlement unit: tourists; potential investors and enterprises that can locate their businesses in the city area; potential students or people that the city encourages to settle in its territory. The city's internal communication process is oriented towards residents, creating common views and opinions on the current situation and the conviction of the inhabitants to identify with it and to strengthen the sense of unity of the local community. Internal marketing is also directed to the market entities already operating in the city. City marketing should initiate lifestyle trends and spark emotionality of the residents [13].

The planning of the city's promotional campaign and budget requires research, among others, on the research of the recipients of the city's offer and competition research [14]. How much do Polish cities spend on promotion? These are not small amounts, despite the fact that the budgets are very diverse (Table1). It is difficult to provide exact budgets, because some of the expenses for activities that contribute to the promotion of cities are not included as direct expenditures concerning promotion.

Using the marketing approach in the urban economy, it is assumed that a city functions in a similar way to an enterprise. Similarities in the activities of companies and territorial units include, among others, the focus on increasing the efficiency of operations, customer orientation, similar techniques and tools impacting customers and acting in competitive conditions [15]. The marketing-mix in local government units currently includes: events, organization of mass

events - sports, cultural ones, concerts, cooperation with scientific institutions (e.g. universities), patrons, urban games, mobile games and applications, advertising campaigns, fairs.

Table 1. Promotion spending - examples of Polish cities.

City	2015 (spending in euro)	2016 (spending in euro)
Katowice	3.0 million	4.1 million
Łódź	2.4 million	3.7 million
Warsaw	4.1 million	3.1 million
Gdańsk	1.8 million	2.4 million
Wroclaw	1.9 million	1.9 million
Cracow	1.5 million	1.6 million
Poznań	1.5 million	830 thousand
Sandomierz	49 thousand	67 thousand

Source: [*Promotion spending*, <http://forumsamorzadowe.pl/>]

4. Examples of a city promotion campaign

The known cities or city symbols seem to be adequately promoted and rooted in social awareness and thus more attractive to tourists and investors [16]. It should be noted, however, that authorities of a city often strongly identified with a specific image also try to build a certain identity, break with the stereotypical way of how a given town is seen, or pay attention to the elements previously unknown or unstressed. On the other hand, the cities enjoying less interest among various entities also strive to promote themselves in a proper manner. This type of promotion can take on various characters. Magical beauty is shown by means of new technologies, traditional advertising campaigns, events or city placement. Magical, because the city authorities are trying to show what's best in the city in a unique way, creating the image of an extraordinary, charming place.

Below, there are examples of selected marketing activities of three different cities in Poland: Warsaw - as the capital of Poland and a city recognized as Smart City; Katowice - as a big city that used to be associated only with heavy industry, and has undergone a transformation; Sandomierz - as a relatively small, historic city.

4.1. Warsaw

Warsaw is the capital of Poland, the largest city in the country in terms of population (1758143 inhabitants – as of 30 June 2017) and area [<https://pl.wikipedia.org/wiki/Warszawa>]. It was awarded city rights before 1300; it is an important scientific, cultural, political and economic centre. The headquarters of, among others, the President, Sejm and Senate and many large companies are located there. Warsaw is a city rich in monuments, theatres, museums, universities, a city that has been recognized as Smart City; it is known and often visited by tourists. Despite this, it uses various forms of promotion.

The promotion of Warsaw as a city full of magical charm is to lead to 'falling in love with Warsaw'. For this purpose, the authorities use the virtual reality charm and the power of social media. Particularly noteworthy is the Facebook 'Fall in Love with Warsaw' page and the use of mobile applications and virtual reality.

'Fall in love with Warsaw' is the watchword accompanying the promotion of the capital. 'Fall in Love with Warsaw' is a Facebook page aimed at tourists, we can find curiosities on it, descriptions of parties and events taking place in the city, as well as photos and short video clips encouraging to visit the capital. The new promotional clip was attended by the Italian director Giovanni Pampiglioni telling about the capital of Poland. The film shows the most important monuments of the city, a combination of modern and classic character of the city was presented in an interesting way. The fun page on Facebook enjoys interest; it has already collected over 112 thousand of likes. There are a lot of positive comments on the film made by foreigners. There is a good form of promotion, because the young generation has developed of media competence [17]. The scientific and technological progress and global changes affect human [18]. The young people live in the world of virtual reality.

As befits a 'Smart' city - Warsaw decided to use the latest technologies for the promotion - the #HoryzontHistorii application, dedicated for the Warsaw Palace of Culture, is an example of city promotion using virtual reality technology. The application is a modern, three-dimensional, virtual trip into the history of Warsaw. The promotional campaign shows the charm of the city and its magic in historical perspective. It allows you to see what the capital of Poland was like in the 11th, 14th and 16th centuries and in 1944. Special stands equipped with the most modern equipment, creating virtual reality, allow you to fully use the potential of the application. The application includes extended 360° spherical films. Thanks to the latest technologies, the computer-generated Warsaw has become so realistic that it is easy to forget that we are dealing only with a virtual world. Special 3D goggles and controllers respond to every gesture of the user, allow you to look around and even lift and rotate virtual objects [*Horyzont historii*, <http://www.horyzonthistorii.pl/>].

In turn, the 'Chopin in Warsaw' mobile application for iOS and Android operating systems allows users to sightsee the city of Fryderyk's youth. The application allows planning visits to Warsaw according to individual interests, choosing one of 16 topics. Nineteenth-century engravings, along with contemporary photographs, make aware of the scale of the changes in the architecture of the city and the appearance of its streets, and the AR (Augmented Reality) technology introduces us to the charming places of the city, allows seeing the non-existent Saxon Palace, where Chopin lived after moving to Warsaw. The magical operation of virtual reality has been used by Warsaw to promote itself on the basis of a known, historical figure. The city offers an application that allows you to make a selfie with the avatar of Fryderyk Chopin. The 'Selfie with Chopin' application allows you to take a photograph in which - apart from the author - the virtual Fryderyk will automatically appear. It is enough to stand near one of the seven locations with which the artist was

associated. In 2015-2016, the Chopin application promoted Warsaw also at the fairs in Madrid and Berlin.

4.2. Katowice

The city is the capital of the Silesian Region. Katowice was awarded city rights in 1865. The number of inhabitants in 2017 was 296262 [<http://www.horyzonthistorii.pl/>]. Currently, Katowice is the centre of the Upper Silesian-Zagłębie Metropolis (GZM Metropolis - launched from the beginning of 2018) and it consists of 41 municipalities, with a population of 2.2 million. Katowice has been associated with an industrial city for years, especially with the mining industry. Many people associate Katowice with the heavy industry, while the magic and charm of this city relies on the metamorphoses that have taken place and on the promotion of the city as an economic and cultural center.

In recent years, Katowice has undergone amazing transformations, dynamically carrying out programs of revitalization and the reconstruction of post-mining sites and the city centre. The Silesian Museum was established, among others, in post-industrial areas, along with the largest shopping mall in Silesia – the Silesia City Centre, a world-class concert hall (NOSPR - construction in 2012-2014) and the largest International Congress Centre in Poland (built in 2011-2015). Katowice focused its promotional activities primarily on the organization of large events that are publicized in the media. Many events are organized in the sports and entertainment hall called Spodek, a very distinctive building identifying Katowice and the International Congress Centre connected to it. Sports, concerts, fairs and economic events take place in Spodek. The most magical event showing the charm of the city is the celebration of the New Year. The New Year's Eve is the event broadcast all over the country on Polsat TV. The event, organized on the square in front of Spodek, is very popular and promotes Katowice in Poland and abroad.

The next magical event is IEM; magical because it focuses the attention of millions of people. Since 2013, the world final of the Intel Extreme Masters (IEM) series of international e-sport tournaments has been held in Spodek. It attracts crowds of spectators and other interested parties to computers, long queues are there in front of Spodek and the event is of particular interest to youtubers and their viewers. The coverage of the event is primarily in social media, which is now a great strength of city marketing.

The following will be organized in Katowice in 2018, among others:

- Volleyball League of Nations in Poland, on May 25, 2018;
- European Start-up Days - a large event combining start-ups and corporations and business support organizations - 15-16 May 2018;
- 10th European Economic Congress - the largest business event in Central Europe - 14-16 May 2018;
- 24th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP24) with the 14th session of the Meeting of the Parties to the Kyoto Protocol (CMP 14) - the most

important global forum devoted to global climate policy. It will be attended by delegates from 200 countries - 3-14 December 2018.

Advertisements of the events organized in Katowice and reports concerning them can be found both on TV, in the press, on the radio, on billboards and of course on the Internet.

The promotion of Katowice, having an impact on the promotion of the entire metropolis and the region, is important because the Silesian Region is one of the most depopulated regions in Poland. Among the cities that are most at risk of depopulation, there were as many as 5 cities from the Silesian Region among the first eleven.

4.3. Sandomierz

Sandomierz is a medium-sized city with less than 25,000 residents. The history of Sandomierz dates back to more than 700 years ago, it is a tourist city, and the Old Town of it creates a historic urban-architectural and landscape complex [<https://pl.wikipedia.org/wiki/Sandomierz>].

In 2008, the city opted for city placement. City placement, developing in Poland in recent years, means locating a city, municipality, region and tourist attraction in a film or series [19]. This is one of the most effective and, above all, non-aggressive promotion tools, allowing you to present tourist and economic values, as well as to strengthen the sense of local patriotism among residents. In films and series, just like in advertising campaigns, the most beautiful corners of a given city are shown. Sandomierz focused on the 'Father Mateusz' series, shot on the basis of an Italian television series about a nice parish priest detective. In the series, the city of Sandomierz is presented as a charming and somewhat mysterious city, a magical place where extraordinary things happen.

The magic of city images are shown in the series works on the viewers' imagination. The location of the popular and liked series in Sandomierz in Poland contributed to the increase in the number of visitors to the city. Despite the fact that the promotional budget of Sandomierz is small, as compared to other Polish cities, and the series mainly shows the old city, it has become recognizable and attracts crowds of tourists.

As early as in 2008, in the period when the first series of 'Father Mateusz' was broadcast, the local attraction of Sandomierz - dungeons - was visited by 80,000 people. In 2011 - after the broadcast of over 80 episodes - there were almost twice as many tourists: 134 thousand.

In Sandomierz, the 'Following Father Mateusz' route was prepared for tourists. It turned out to be a problem that outdoor photos were shot in Sandomierz, however, the police station and presbytery were not located in this city (but near Warsaw). For this reason, in 2017, it was decided that a faithful copy of the interiors of the police station and the presbytery of Father Mateusz will be created in Sandomierz. In the interiors, you will also be able to see wax figures depicting the characters associated with the series. In March 2018, the 19th season of 'Father Mateusz' began, and its audience share is at the level of

3.44 million people [*Serial Ojciec Mateusz*, <http://www.wirtualnemedia.pl/artykul/ogladalnosc-19-sezon-serialu-ojciec-mateusz>]. This is a very good result, especially since the series has been broadcast for 10 years. The creation of a wax museum in the city will surely attract even more tourists.

5. Conclusions

Three different cities, three different forms of promotion, are combined by the fact that they are always beautiful and magical in advertising campaigns. Is it possible to call the beauty unreal? No, because the cities undoubtedly are beautiful, there are many unusual places in them and the cities offer an ever richer range of attractions for tourists, residents and investors. However, the reality is not as ideal as in the promotional campaigns. Cities are also struggling with problems that they have been struggling with for years. What problems are Polish cities affected by? The problems that are most visible and burdensome for those who use city offers include such problems as:

- traffic jams that are the bane of most major cities;
- poor condition of road surfaces in many places;
- overhauls of roads and overpasses that cause difficulties in getting around on roads;
- littered streets, squares and sidewalks and, in particular, chewing gums on pavements, distort urban space;
- the homeless who can be seen in large cities and often occupy benches in the centre, at stations or in parks. Homeless people are yet another issue. According to the Ministry of Family, Labour and Social Policy, there are 33.4 thousand homeless people in the whole country, counting took place on February 8 and 9, 2017, it takes place every two years, [*Rząd policzył bezdomnych w Polsce*, <https://wiadomosci.wp.pl/rzad-policzyl-bezdomnych-w-polsce-6099222127944833a>];
- illegal graffiti that can be vulgar and unsightly. However, graffiti can also adorn a city and it can be performed on behalf of authorities - an interesting mural on a tenement house in Katowice can be an example;
- ubiquitous dog poops that lie on lawns and sidewalks constitute a problem that most cities in Poland have to fight. Dog owners have not yet learned how to clean up the poops. The struggle with dog poops in cities is carried out, on the one hand, through educational campaigns – for example ‘Clean after your dog’ as well as financial penalties imposed on owners,
- advertisements themselves also turn out to be a problem in cities, often set up illegally, they clutter city space. Some cities declared war on ads (e.g. Krakow). However, due to the scale of the phenomenon, the fight is difficult.

Summing up, it can be stated that cities in Poland, despite various problems, are conducting more and more professional marketing campaigns. They use various tools and, despite the fact that their budgets are sometimes small, creativity and ingenuity matter.

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