

PROMOTION OF HOST CITIES OF EURO 2012 CASE STUDY WARSAW AND POZNAN

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Abstract: The main aim of the paper is to present aspects of the promotion of Warsaw and Poznan as examples of the host cities of the European Football Championship which were organized by the Union of European Football Associations (UEFA) in 2012 (EURO 2012). These cities are some the eight, next to Gdansk and Wroclaw in Poland and Lviv, Kiev, Donetsk and Kharkov located in Ukraine, where were held football matches of the tournament. Promotional activities were based on the query sent to the department of promotion located in all host cities. Full feedback came only from two centers: Poznan and Warsaw. It was made a comparative analysis of the forms of promotion, target group, as well as the measurable effects of actions taken in those cities.

Key words: EURO 2012, UEFA, promotion, football, promotional campaign, target

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INTRODUCTION

According to the IMPACT report, the largest cumulative growth of GDP per capita in the period 2008-2020 due to the organization of UEFA EURO 2012 will take place in Lubuskie region (over 1.5 thous. PLN in basic variant, in constant prices of 2009.), Lodz region (approx. 1.5 thous. PLN), Kujawsko-Pomorskie region (1.4 thous. PLN) and Lower Silesia region (1.1 thous. PLN). Among the direct organizers of EURO 2012 Mazowieckie region is located on the 5th place in this classification (approx. 940 PLN) and Wielkopolski region on the 10th (approx. 340 PLN). In relative terms, Mazowieckie region will have 9th position in the country (up by 1.8%) and Wielkopolskie region were classified as 10th (1.0%)¹. According to an optimistic variant in Mazowieckie region the GDP growth based on investments in infrastructure is expected to reach 5327.9 million PLN and pessimistic version estimates 2678.5 million PLN. In Wielkopolski region these numbers are at the level of 1123.3 million PLN and 564.7 million PLN².

According to the baseline scenario, the investment in infrastructure are most related with GDP growth associated with the championships (77.5% share of the cumulative GDP growth).

The same report indicates that in Poland due to host the championships number of foreign tourists from the segment of "ordinary fans" will be only 217.5 thous. and the total number of tourists, including UEFA visitors and sponsors will be 422.3 thous. The number of Polish tourists will be even lower (104.3 thous. To 149.3 thous.)³. From the perspective of tourism movement in the scale of country or cities which were organizers of the tournament, as well as even the scale of tourism generated only by the movement of the pilgrimage in Poland⁴, these numbers seem marginal. Total income from the foreign tourism related to EURO 2012 was estimated at 586.1 million PLN in the whole country⁵. In this context,

¹ Raport na temat wpływu przygotowań i organizacji Mistrzostw Europy w Piłce Nożnej UEFA EURO 2012TM na gospodarkę Polski przygotowany na zlecenie spółki celowej Ministra Sportu i Turystyki, PL.2012 Sp. z o.o., 2010, J. Borowski (red.), Warszawa, s. 19, 20.

² Ibid., p. 166.

³ Ibid., p. 74.

⁴ Jackowski A., 2003, Święta Przestrzeń Świata, Wyd. UJ, Kraków, p. 227.

⁵ Report of Polish Ministry of Sport and Tourism, for UEFA EURO 2012TM, PL.2012 Sp. z o.o, opus cit., p. 82.

there are legitimate questions about the desirability of public spending targeted on promotional activities connected with the championships, the form of these activities and the possible rate of return. In March 2012 forms with questions were sent to offices dealt with the preparation of EURO 2012 in cities-organizers of the football tournament located in Poland: Warsaw, Poznan, Gdansk and Wroclaw. Full feedback came from the first two centers. Their publication allowed for a comparative analysis of superficial forms of promotion, target group of tourists and measurable effects of actions taken in this case.



Fig. 1. Promotion tools used in the logos of cities hosting the UEFA EURO 2012: Warsaw and Poznan.

Source: <http://www.city-kharkiv.com.ua/uefaeuro2012/en> (access: 20th April 2014).

PROMOTION IN WARSAW

According to the Office of Promotion of City in Warsaw during the year 2011-12 city planned to spend a total of 16 million PLN for the promotion of Warsaw, related to the UEFA EURO 2012. This amount consisted of national and international events, promotion during trade fairs, decorating of the city, conferences, tourist information, service portals and other forms of promotion.

In February of 2012 CBOS published data drawn up by them “Barometer of Warsaw” which shows that the organization of the tournament in the city will contribute primarily to the construction of football stadiums and the improvement of sports infrastructure of the city which was indicated by 84% of respondents. In the opinion of 79% of respondents the

main benefit was the construction of roads, highways and to promote better communication solutions in the capital. Especially it is important with transport relation between regional centre⁶. Residents also paid attention to the positive impact on the tourism development of the city (77% of respondents), improving the abroad image of Warsaw (71% of respondents) and economic development of the city (68%). In opinion of 2/3 of the respondents organization of the championships will also contribute to an increase in the number of jobs in the city and some will have impact on the cultural development and improvement of security (59% and 52%). In total, nearly 2/3 of Warsaw's residents were glad with the fact that the tournament will be held in the city.

Authorities in Warsaw included to 5 major promotional events organized or co-organized by them the actions: "Maźnij me", "Year to EURO", draw for the finals, New Year's Eve "Fall in love with Warsaw - New Year's Eve hits Power" and "100 days to EURO".

The first one took place from 14th May to 9th June 2011. At two points in Warsaw, on the Parade Square and Castle Square built walls which passers-by could paint in any way. At the same time took a plebiscite of the target color of town railway bridge, which connects the city center with the National Stadium⁷. For the year to start the tournament, 11th June 2011, the city authorities organized a festival with light spectacle "Year to EURO". In the final the Średnicowy bridge was highlighted in the color which were selected in the previous action. All this was accompanied by a slideshow of steam locomotives⁸.

The 2nd December final groups were drawn. The whole thing has extensive media coverage, it was visited by major international sports channels. Tent for 3 thousands guests were prepared. The main architectural node of Warsaw, Palace of Culture and Science, lited in the colors of country-organizers of the event⁹. In New Year's Eve in 2011 city of War-

⁶ Wendt J., 2000. Dostępność komunikacyjna ośrodków władzy wojewódzkiej, [w:] J. Kitowski, T. Lijewski, (red.), Prace Komisji Geografii Komunikacji PTG, t. VI, Warszawa-Rzeszów, s. 183-204.

⁷ <http://www.um.warszawa.pl/aktualnosci/maznij-mnie-uefa-euro-2012-warszawa-wybiera-kolor-mostu-srednicowego> (access: 20th April 2014); <http://uefaeuro2012.um.warszawa.pl/aktualnosci/wydarzenia/warszawa-pomalowana> (access: 25th April 2014).

⁸ <http://www.um.warszawa.pl/aktualnosci/rok-do-uefa-euro-2012-rozpozynamy-odliczanie> (access: 24th April 2014); <http://www.tvnwarszawa.pl/informacje,news,swietlly-most-dla-kibicow,29884.html> (access: 29th April 2014).

⁹ <http://uefaeuro2012.um.warszawa.pl/sites/euro2012.um.warszawa.pl/files/>



Fig. 2. Painting the wall during event “Maźnij me” in the capital.

Source: <http://polskalokalna.pl/galerie/galeria/akcja-maznij-mnie-w-stolicy/zdjecie/duze,1458381,8,0> (access: 20th April 2014)

saw with television “Polsat”, one of the largest commercial television in Poland, organized a New Year’s Eve outdoor event during which recognizable in social culture soloists and ensembles performed sport topics¹⁰. A similar character was an outdoor event festival “100 days to EURO”, which took place in the Fan Zone planned for the Parade Square on 2nd March 2012 which on this occasion was rebuilt on the football field. Residents could take part in competitions in which one of the prizes were tickets for matches for the championship¹¹.

According to the Development Office of the City of Warsaw main goal of all projects before EURO 2012 was “integration and preparation of locals and tourists to a great event and a great experience in June, but also pursues long-term goals”. Illustrative of such action was attracting fans by using online tools. Football Championships, according to officials, are a platform to create strong ties, discussions, build community and engage fans on the social networking site “Facebook”. Fanpage was run by a native speaker. Discussion threads that emerged over the functioning

newsletter_special_5 pl.pdf (access: 20th April 2014)

¹⁰ <http://www.sylwester-2011.eu/> (access: 20th April 2014)

¹¹ <http://www.pkin.pl/PL/2012/03/02/100-dni-do-euro-pod-pkin/> (access: 20th April 2014)

of the site were: EURO 2012, football, Warsaw (promotion of places and events). The website has been prepared www.facebook.pl/warsaw tabs: Have fun! (page encouraging to link), History of The Ball, Polish Guide, Feel invited! (contains promotional videos of Warsaw). Statistics show that the number of fans grew steadily which means that a chance for long-term fans raise interest among tourists, even after the Championship.

Advantage of Warsaw in comparison to other (competing) cities of the organizers was the presence of the UEFA Broadcasting Centre which supports Poland and Ukraine¹² and location of Central Fan Zone in the city center with so-called “walking distance” to the stadium. Official Fan Zone in Warsaw, which could accommodate up to one hundred thousand people was located in the city center, on the Parade Square around the Palace of Culture and Science in the vicinity of the National Stadium, Old Town, subway and train station. Activity of Zone was inaugurated by a party on 7th June.

Fan Zone was open daily from 8th June to 1st July 2012 open at hours 12:00-1:00. In addition to the common watching matches and re-transmission provided a rich cultural program, entertainment including cinema, concerts, meetings with players or International Breakdance Championships Warsaw Mayor’s Cup Warsaw - Warsaw Challenge. Also created the conditions for business contacts. For comparison, according to data obtained electronically from Mrs. Ewa Salomon from the President’s Office of Promotion of Gdansk where will host matches of the group stage and one quarter-final for promotion intended to spend 4.75 million PLN. Most of the expenditure (2.5 million PLN) were provided to foreign promotional campaign, the second part in the budget was decorating the city (0.5 million PLN). From 2010 the remaining funds are successfully deployed for participation in international trade fairs, manufacturing information and promotional materials, creation and operation of media centers: the host city and the German team, promotion of Fan Zone. 100 thous. PLN was allocated to a party “Trophy Tour - Welcome the Cup”.

To the most important promotional campaigns, according to a representative of the president’s office were included: “I’m from Gdansk” - and longer-term campaign aimed at residents (outdoor campaign, events, promotional items including pads under license plates); campaign “Waves GDN. Touch freedom” - image campaign; conference Blog Forum Gdańsk 2010 and 2011 - a conference addressed to Polish bloggers and their readers; one of the most important events for the industry; Gdansk promotion in social media (activities targeted to residents and recently also

¹² <http://ciekawetargi.pl/aktualnosci-str-50.html> (access: 20th April 2014)

for foreign tourists); create a movie 5D technology - (more: <http://rozrywka.trojmiasto.pl/Zobacz-Gdansk-w-piatym-wymiarze-n56145.html>; access: 21st April 2014).

As in other cities were not achieved measurable estimates which were the benefits associated with such promotional activities. According to E. Solomon for Gdańsk are primarily important long-term effects, especially branding - increase brand awareness, interest in the city and consequently increased tourism movement in the coming years.

PROMOTION IN POZNAN

In the years 2009 - 2011 Poznan carried out an intense promotional activity in the context of preparations for UEFA EURO 2012. It was directed to the local community, across the country and foreign customers. As a part addressed to residents of Poznan and agglomeration the city held a 9 editions of the pro-social campaign "Relatives of the EURO" (cost approx. 297.1 thous. PLN), counted "hundred days" for the tournament (approx. 680 thous. PLN) , invited the residents for the city's opening of the stadium (commemorative event for the price of 151 thous. PLN), meant the most important points of the city by a special dressing reminiscent of the championship (approx. 66 thous. PLN), installed a flowerbed in the shape of the official logo of the tournament on Tor Regatta Malta (approx. 65 thous. PLN) as well as organized a network of Mobile Information Points (approx. 19 thous. PLN)¹³.

Since the creation of "Promotion Strategy of Poznan Brand"¹⁴ city used in the context of the upcoming flagship tournament organized sporting events in the city, to strengthen their image of organizer of major international events. There was created a new promotional video "Kaleidoscope" (approx. 1.4 million PLN) which was broadcasted nationwide (cost around 650 thous. PLN) and in foreign TV stations (approx. 2.49 million PLN). Poznań was promoted on-air sports biggest European television, television station "Eurosport" since 2009. During that cooperation programs about city, reports from organized in Poznan Rowing Rowld Cup (2009) and Canoeing (2010), briefs from Poznan Porsche Open were emitted. "Eurosport" showed the extensive relationship with the "Poznan Marathon"

¹³ Data obtained from Mrs. Katarzyna Strzyż, senior specialist of Promotion in the Office of the EURO 2012 in the City of Poznan in an e-mail dated on 30th March 2012.

¹⁴ More about strategy on website: www.proto.pl/prezentacje_new/info?itemId=82604 (access: 2nd April 2014)

- constitutes the only marathon in Poland shown in foreign television. 3 years of cooperation with “Eurosport” was a cost of 2.1 million PLN.

On the occasion of the inauguration of the Municipal Stadium was conducted nationwide promotional campaign “A grass grows for us” (approx. 590 thous. PLN). In reference to the upcoming UEFA EURO 2012 Poznan also built a brand special events organizer city on the occasion of concerts “Poznan for the Earth”. In 2009 the band Radiohead (approx. 3 million PLN) performed and in 2011 during the official inauguration of the modernized for the European Championship Municipal Stadium played musical soloist of international renown – Sting (approx. 2,865 million PLN).



Fig. 3. The fourth edition of the collection of blood in the campaign “Relatives of the EURO” in Poznan in May 2010.

Source: <http://www.kmpsp.poznan.pl/node/6924> (access: 20th April 2014).

Poznan on its promotional campaign associated with the EURO 2012 in 2009-2012 allocated 11 million PLN. To a flagship promotional events related to the Championships have belong:

- action “Come & Enjoy” which became the final promotional video directed to 5 countries qualified to the finals championships: the United Kingdom, the Netherlands, Germany, Spain and Italy before the end of elimination. The film has a length of 31 seconds during which the inhabitants of Poznan congratulated each country promotion and invi-

ted fans to come and enjoyed the UEFA EURO 2012 in Poznan; it cost approx. 4.2 million PLN;

- cyclic action “Relatives EURO” which is a social project whose aim is to encourage people to donate blood as well as sign up to the National Marrow Donor Registry;
- cyclic campaign “Stories in Gate” addressed to the youngest football fans who are involved in various activities (painting, puppet theater). During the event the ambassador of the city Katarzyna Bujakiewicz reads cartoons and fairy tales for kids;
- “One Year To Go”- a one-day football festival a year before the start of the championships which took place on the shore of Malta Lake aimed to residents;
- “Final Draw” on Freedom Square - entertainment event. They encouraged supporters to celebrate the end of the tournament in the stage group of the championships to draw form.¹⁵

Effects of promotional activities were monitored on the basis of ratings of national and international television. According to the Bureau of Euro 2012 in Poznan, an example of illustrating the scale of audience is sports television station “Eurosport”. Advertisinf of city were broadcasted in prime time of a day and had the potential reach of 240 million viewers in 59 countries in Europe and Africa. The range launched in November 2011 campaign “Come & Enjoy” with congratulations sent by Poznani-ans to residents of countries participating in the EURO 2012 were made on more than 12 million customers. Since the start of the campaign the number of people who entered the website of Poznan dedicated to the championships was 400 thous. people (3rd November 2011, the lack of recent data), most of which were Germans, Dutch, Spaniards, Italians and British. Another effect were also prizes for the used materials - promotional film awards for “Kaleidoscope” or appreciation of the environment in the context of “Composite Logo”.

CONCLUSIONS

In the case of Poznan and Warsaw short-premise promotion was to prepare residents and visitors to the event aimed to begin in June 2012, and the long-term goal of EURO 2012 was a starting point to raise the visibility of the tournament host cities, creating its own brand, laying the foundation for future promotion. These activities in both cities were characterized by direct binding of promotional events, pronounced tour-

¹⁵ <http://www.poznan.pl/uefaeuro2012> (access: 20th of April 2012)

ist attractions of the city of football and the tournament. The target group were urban dwellers, not necessarily fans of this sport but also tourists and journalists who were indirectly responsible for the later image of each city. For promotion tools include media: television, radio, newspapers, websites, blogs and social media (Facebook, Twitter). The difference, except the scale of allocated funds, reflected in specific activities. Warsaw put the emphasis on one-day promotional events and activities are targeted primarily, although not exclusively, to the fans, using the so-called Fan Zones. Meanwhile, Poznan promotional activities were based on long-term cyclical events using art and artistic messages which were addressed to the broader category of customers, from children to the elderly.

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