

## **1. The subject of the campaign**

The subject of the campaign are investment areas located in the municipality of Czerwionka-Leszczyń, and also the region itself as a territorial brand. The campaign should inform about the investment attractiveness of Czerwionka so that the selected recipients will decide to engage financially in the region as a result.

The total investment area in question covers 69 hectares. It comprises 11 areas:

- local economic activity zones
- service areas including sports and recreation
- agricultural areas
- industrial areas

## **2. Campaign objectives**

The operational objective of the promotional campaign is to raise interest in the investment sites, which will result in the growth of direct investment in the areas covered by the project.

### **Marketing objectives:**

In order to contribute to the achievement of the strategic objective, the campaign must be focused on a number of marketing objectives, which are to:

- build the image of Czerwionka-Leszczyń as a municipality attractive for investors
- break with the image of the municipality and the town as associated typically with industry and mining
- make the local community (which also can become a potential investor) realize that Czerwionka-Leszczyń is a place with prospects for development, attractive both as a place to live and do business
- present Czerwionka-Leszczyń as a municipality and town of inspiring spaces and opportunities
- present Czerwionka-Leszczyń as a municipality and town attractive in terms of nature and recreation.

### **Operational objectives:**

- get local and national investors interested in the investment offer
- create the ground for new jobs in the local community,

### **Strategic objectives of the campaign are to:**

- attract investors
- stimulate the development of entrepreneurship
- create new jobs and reduce unemployment
- improve the quality of life in the community.

### 3. Target group

The group of key customers are entrepreneurs looking for land on which they can implement their business plans. However, the campaign also aims to strengthen the image of the municipality in the eyes of the residents. It is very important since the local people play an important role of the ambassadors of the Czerwionka-Leszczyny brand to potential investors. At the same time, they constitute an essential element of the municipality investment potential.

### 4. Creative concept

#### Big idea

The lines have been based on the Czerwionka-Leszczyny characteristic, an idea that makes the community attractive not only in terms of investment, but also gives it distinctive character. The campaign under the slogan ***I WANT TO WORK FOR YOU*** shows Czerwionka-Leszczyny as a town of young, energetic and well-educated people. They demonstrate the potential of the community and affect the success of the companies that operate here. They are one of the key components of the local deposits of success.

The campaign is **a synthesis of messages directed at two target groups**. It agitates residents by showing them in the best possible light, and presents the investors with **a concrete, tangible argument** for why they should locate their investment in Czerwionka-Leszczyny – the professional staff.

According to the brand potential analysis, Czerwionka can build its overall argument on four arguments:

- **Location and transport** – Silesia as a region with the best transportation in Poland; the A1 motorway connects the municipality with the neighboring towns and cities (a potential risk – introduction of fees)
- **Teams of professionals** - a large number of well-educated people at a working age, lower labour costs compared to other Silesian cities, motivation to find a job
- **Greenery, nature and agriculture** - an added value of the region, distinguishing it from the purely "industrial" image of Silesia
- **Investment areas** – varying purposes and infrastructures allows for the implementation of different projects

While the region's transportation capabilities are a decisive factor when it comes to locating an investment, exposing them as the main message may squander the potential of other brand attributes. A potential investor thoroughly analyses the market and the infrastructure, so information about the quality of the transport in the region can be successfully exposed in the background, in informational materials and on the website. The issue of the accessibility of investment areas, which is necessary to start the investment promotion in the region, looks similar. That is why putting the emphasis on a distinguishing feature of the region as a leading message may contribute to the greater impact of the campaign and its recall.

## Image

The projects are based on images of young and friendly people - the future investors' prospective employees. They embody the character of Czerwionka-Leszczyń, a place full of energy and enthusiasm. Ultimately, it is possible to select the faces of the campaign from among the town inhabitants – and add even more credibility to the message. Vivid, contrasting colors result from the already recognizable logo of the municipality, symbolizing *the deposits of success*. This approach gives the slogan a clear context, making the young workers an important component of these deposits. The whole composition is light, it attracts the recipients and focuses their attention on the message of the campaign.

## Word

The projects include three corresponding elements which make it easy to read the message of the campaign:

- **exposed logo** and the name of the municipality
- **campaign slogan** coupled with the image of a person in the project
- **website address** –it is a very important part of the message, regardless of the chosen creative line – a short address based on the word *invest* sums up the entire message, leaving no room for speculation as to the purpose of the campaign. It is also the C2A (*call to action*) of the advertisement – as it indicates an action to the recipient, which they can perform after the contact with the advertisement (enter the website for more information). The necessary actions connected with the [www.investcl.eu](http://www.investcl.eu) service are described in the next chapter.

All characters in the campaign are signed with their name, last name and degree, and they all express one intention: **I WANT TO WORK FOR YOU**. They carry a clear message that Czerwionka-Leszczyń is full of enthusiastic professionals who can contribute to the success of the investment. What is significant are the very names, such as Pomysłowski (ingenious), Sumienny (conscientious) and Dbalski (attentive)- suggesting desirable qualities in an employee. Abbreviations *mgr* (MA or MSc) and *inż.* (engineer) emphasize the good qualifications of the personnel.

## Extension

Big idea found its reflection in the concept of a television spot, which presents a whole range of the attributes of Czerwionka-Leszczyń and shows the municipality in an attractive and interesting way. A lively animation, distinctive colors and an interesting storyline have a chance to stand out in the accumulation of informational content.

The spot is an extension of the base project and shows Czerwionka human resources and the town itself in the context of potential investors' needs.

## 5. Elements of the campaign

The campaign involved the following media:

- 3 billboards placed in major Polish cities including Katowice, Warsaw, Poznań, Wrocław and Kraków.

- posters in Intercity trains
- a TV spot aired on TV Business and Polsat News channels
- a radio spot broadcast on Polish Radio Program 3
- an audition held in the town of Czerwionka - Leszczyny aimed at selecting the "faces of the campaign" – three representatives, the ambassadors for Czerwionka - Leszczyny
- web banners
- press layouts

All the elements of the campaign were consistent in terms of graphics and message content. They met with a positive reception of the residents of the municipality and the neighboring communities and the media dealing with issues related to the place branding, PR, etc.

### Billboards

BARBARA SUMIENNA  
/ prawniczka /

**CHCĘ DLA CIEBIE  
PRACOWAĆ**

  
CZERWIONKA-LESZCZYNY  
ZŁOŻA SUKCESU

  
Regionálny Program Operacyjny Województwa Śląskiego – nasze odpowiedzi na realne potrzeby

[www.investcl.eu](http://www.investcl.eu)

KAROL DBALSKI  
/ górnik /

**CHCĘ DLA CIEBIE  
PRACOWAĆ**

  
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KAROLINA POMYSŁOWSKA  
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CZERWIONKA-LESZCZYNY  
ZŁOŻA SUKCESU

**CHCEMY  
DLA CIEBIE  
PRACOWAĆ**

Co przekona Cię do inwestycji w Czerwionce-Leszczynach?

Łatwość do Śląska?  
Atrakcyjne terytorium?  
Dobre komunikacje?  
Kto uruchomił nową Twój Biznes?

Czerwionka-Leszczyny to region o bogatej strukturze gospodarki, atrakcyjnym i integracyjnym parku energetycznym, wyjątkowych ludzi, którzy chcą dla Ciebie pracować.  
Chcesz przetestować się inwestując? Zobacz, jak działa Złóża Sukcesu! Złóża Sukcesu to Twój rynek.  
Wejdź na [www.investcl.eu](http://www.investcl.eu) i sprawdź możliwości inwestycyjne w gminie.

[www.investcl.eu](http://www.investcl.eu)



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