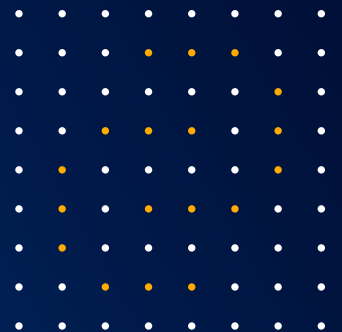


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# CASE BOOK 2023

THE ONLY PR AGENCY YOU'LL EVER NEED





# 1 'A lack of skills and competencies in change management is often the primary resistance to implementing innovation'

A version of this interview first appeared on the PRovoke media – the international PR industry portal

Łukasz Wilczyński has taken his relatively niche passion for and knowledge about the space science and exploration sector to interstellar professional levels, as the co-founder and president of the new Space Communications Alliance, the world's first global communications and PR network for the space sector.

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## AUTHOR



## Łukasz Wilczyński

Senior Communications Expert

Wilczyński has more than 18 years' experience in corporate communications, reputation management, brand strategy and storytelling for new technology sectors, and is the founder and former CEO of 'future-driven' Polish PR agency Planet Partners. His enthusiasm for all things space-related extends well beyond the private sector and NGO clients he has worked with. From 2008 to 2013, Wilczyński was European coordinator of The Mars Society, and in 2014 became the co-founder of the European Space Foundation and its flagship project the European Rover Challenge, which supports young engineers and scientists in their entry to the space market road. A regular speaker at science festivals and TEDx and IAC conferences, Wilczyński also teaches communications and PR, runs courses on the trends and benefits of the space sector, and is currently in the process of writing his PhD dissertation on global communications in the space sector.

### How do you define innovation?

In the thicket of the ever-increasing number of new technologies surrounding us, it is often not the technologies that are innovations but a different perspective on the tools or products we already use. An example of a coming massive innovation for me is the whole area of preparing for man's return to the moon and future manned flights to Mars. Why? Because to survive there, we will have to go back in thinking to the time of primitive cultures that, fortunately, we can still observe here on Earth and restore ISRU (In Situ Resources Utilization). Because on these new 'lands', the availability of raw materials will be severely limited. As you can see, it's not just technology but social behavior proven over thousands of years that will be at a premium here.

### In your opinion, which brands and/or agencies are most innovative in their approach to PR and marketing?

One has recently noticed a rather interesting pivot in the communications of some fashion brands, which have seen the growing trends in recycling or reuse (and I sincerely hope that they don't end up going greenwashing with their communications alone). If I were to name specific brands, I might be heavily subjective. Still, as a long-time enthusiast of the LEGO brand, I'm pleased to see their communication return to their roots of igniting passion

and educating about diversity. I can finally see the recognition (including communication) of LEGO's adult fans (AFOLs) and a focus on a new audience that no longer wants cross-promotion with well-known brands but pure, educational fun that sparks the imagination, which is especially important in early development.

I also root for IKEA's exciting and often highly engaging brand communications. Their legendary RTMs have already raised the expectations of Internet users for the brand's subsequent response to some loudly commented situations on the web. And it should also be noted that it is scarce in this area for a brand to misbehave in its communications (which also indicates an extensive and well-managed coordination process).

### Describe a moment in your career that you would consider to be innovative.

I think the moment has just arrived. After years of working for clients in innovative areas, I decided to initiate the creation of the world's first international marketing communications network for the space sector, the Space Communications Alliance. I analyzed the market from the level of existing business and communications networks (to which Planet Partners belongs). I also studied the needs and, above all, the nature of the space sector itself,

which entities operate strongly internationally, so the traditional arrangement of the geographic area of operations of network members did not come into play much here. That's why I decided to base the functionality of the SCA network on a combination of good practices from the functionality of communication networks and typical business networks, bringing together entrepreneurs from different industries who often sought their synergies in acting for joint customers.

Of course, we still have a long way to go, as we are just beginning to build a market position. Still, we have no shortage of ideas on how to take care of this highly complex sector of the economy (which is more horizontal than typically vertical).

#### **Who do you admire for his/her approach to innovation?**

Daily, I have the pleasure of working for and observing entrepreneurs in the industrial, technological, and just space industries. And I admire them for the way they are increasingly approaching, not only increasing their profits at the expense of exploiting the environment or simply draining our pockets. Indeed, I observe the ideas being implemented to improve our environment (e.g., through initiatives in the area of new energies, recycling, or the increasingly popular trend of reuse). In the aerospace industry, on the other hand, I see the growing use of satellite technology and data being implemented in more and more industries (such as agriculture, health care, and public and personal transportation). Of course, this is necessitated by our current highly consumerist approach (also about the environment), but it is nevertheless gratifying to see changes being designed and implemented.

#### **How do you get out of a creativity rut?**

First, I often step out of my industry to learn about other industries' thinking models and how they deal with challenges. That's why I attend conferences in other sectors. Second, it's helpful to ask what drives you and nurture that in yourself at least once a week. I have established one day a week for self-development, not necessarily related to the PR industry. This allows me to avoid daily challenges, KPIs, or familiar problems. Last, nature, family, or returning to the roots. Since this has worked for thousands of years, it's worth taking advantage of and putting on your calendars. Because life often

brings us excellent patents to stimulate creativity. But I'm talking about the real one, not that from social media and streaming platforms.

#### **What advice would you give to the PR industry around embracing innovation?**

“

**If I could give some advice, it would be to acquire skills and competencies in change management. Because it is the lack of these that is often the primary resistance to implementing innovation.**

Our industry is currently undergoing a radical change. For years we debated, for example, the issue of replacing an AVE indicator that was bad by design; today, it's almost a necessity. Other marketing disciplines have more and more hard indicators of their activities. If we don't start managing the change, we will be left behind with the difficulty of explaining our business values in an increasingly digitized world. It's also worth not being afraid to experiment.

At Planet Partners, we occasionally run our own proprietary communications projects in which we test new approaches, consult with partner agencies worldwide, and propose them to clients. Why do we constantly chase new solutions? Well, just because something works today doesn't mean it will work next year. The pandemic should have taught us this by now, that change is now the new constant.

#### **What would you be doing if you weren't doing your current job?**

I find it hard to imagine. Even if my considerations included quantum theories and the famous theory of parallel universes, it still seems that I would be doing what I'm currently doing in each universe. Why? Because I have always shaped myself into a person who connects the dots, and I am a PR person by character and passion rather than just

by education or quite a bit of experience. Working in communications and PR allows me to pursue my passions (including those as distant as the one for the space sector, as you can see) and strengthen myself intellectually and personality-wise. This is not just a job, but to quote the code of Japanese warriors – this is our path. The hardships on this path become the path, and what we meet on the way becomes the way.

### **How would you like to see work culture, and the role of the office, evolve?**

The pandemic has forced many of us to reduce the functionality of our offices in favor of home offices. The return to offices is taking place in varied, highly individualized ways. Indeed, while some employees are thirsty for a return to the office routine, some have tasted the freedom to work like digital nomads and prefer to dictate their terms. Thus, we have similar struggles to, for example, the IT industry, where what also matters is, on the one hand, a cohesive team and, on the other hand, often strongly individual expertise. In my opinion, however, everything can be reconciled, and to adjust the work model (and office functioning), you should first correctly examine your team. After all, not everyone is predisposed to hybrid work.

### **How can the PR and communications industry harness innovation to make more progress on diversity, equity and inclusion?**

The growing availability of AI-driven tools for the PR and communications industry will allow us to include more and more diverse social groups in our activities. First of all, the very use of AI-based tools (or machine learning for the time being) triggers the need for a joint discourse with representatives of philosophical, ethical, or sociological sciences, just as it does in the area of the IT sector itself. The pandemic has also forced a broader necessity to incorporate teleworking tools and distributed team management, which makes it possible to include, for example, people with mobility disabilities in the work of PR agencies.

In turn, the universality and often complementary nature of these tools provides opportunities for people from other cultural and linguistic backgrounds to participate in activities in hitherto more culturally homogeneous markets (as seen in the growing importance of international teams within agencies themselves as well). The pandemic-in-

duced discussion of forms of employment or organization of working time, in turn, has changed and is changing the industry and its attitude toward, for example, digital nomads or people who already set their work-life balance differently. We have seen at our agency, Planet Partners, for years that a highly flexible and open work environment must be created to combine hard business results with high creativity.

#### INSIGHTS

### **We share the knowledge!**

**Latest solutions and trends in communications, reports and analysis, sales, marketing and PR.**



#### **Online conference – here's what to keep in mind**

Online events have now become a permanent fixture in the marketing and business world. This form of meetings, which was indispensable during the pandemic, has opened up new possibilities and amazed with really good outreach.

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# 2 Quo Vadis, Public Relations?

Point of View of Małgorzata Karwicka, Account Director

**A change of heart is taking place in the communications market. The marketing heads of the world's biggest players (in various sectors) are redirecting their advertising budgets to public relations activities. This was noted by Francis Ingham, Chief Executive of ICCO, among others, in the organization's annual report. Will the more modest (not to say poorer) sister of advertising finally be appreciated?**

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It appears so. The global recession, the war in Ukraine, exploding crises in social media as well as staff shortages and current employees' expectations have caused the situation in various areas of the company to change dynamically. That requires an almost immediate reaction. In difficult times, the well-known saying - prevention is better than cure - is as relevant as ever. So is

the importance of being able to look ahead, map potential risks and crises, and plan for different business scenarios.

At the same time, over the past few years, we have seen a significant expansion of competencies in PR agencies - at least in those ones that predict changes well. Strategic consulting, crisis preven-

tion (and crisis communications management), as well as thought leadership and Employer Branding are key elements of Planet Partners' offer. On top of that, let's not forget about quality content marketing: trendbooks, in-house podcasts or industry reports are now essential B2B communication tools, which are also carried out by the hands of experienced PR agency consultants.

When you think about it, deepening the relationship between companies and PR agencies is a natural and strategic step. It is no longer an affair, but a stable, close and partnership connection. The comparison seems particularly apt, since trust is key in both types of relationships mentioned above. We always remind our clients that we need to know all the weaknesses and risks of their organization, just as lawyers do. Only then will we be able to help effectively (and in a timely manner). Those leaders who choose to trust the communication experience of their agency partners can already confidently whisper CHECKMATE in their competition's ears.

However, business is not as rosy and icy as the lives of celebrities from Instagram (who, by the way, know how to conduct business). The consulting firms face a serious challenge – just like influencers vying for followers and contracts, agencies need to provide clients with evidence of their value. We're talking, of course, about measurability, ROI and budget optimization. It's time to finally say goodbye to outdated metrics such as AVE or number of media publications. Clients expect ROI, so PR professionals should focus on improving measurement tools. At Planet Partners, we use both international standards (e.g. AMEC) and proprietary tools. Clients can also count on a consistent and efficient reporting system.

The belief that in a crisis 'PR gets fired first' was present in the industry until recently. Companies were depleting their PR budgets first, because on many occasions even marketing heads didn't see the tangible benefits of working with agencies, and thus couldn't defend that budget to the CFOs. In 2023, this belief has finally become obsolete. PR agencies even have a chance to slice a bigger piece of the cake from their colleagues working in other departments. A PR professional is like a sniper, accurately and effectively targeting media buys and then overseeing editorial content. All that while

keeping the clients' business goals in mind. A big media house, buying media in bulk, is unable to operate in this way. Even if it negotiates lower prices, it relies on quantity not quality which leads to wasting the budget instead of getting the most bang for your buck.

The only thing left for PR agencies to do is to take advantage of this time and not make simple mistakes. Take care of your staff, bet on your experience and provide high quality customer experience. The next step will be to change the public's perception of our industry, but there is still a long way to go.

#### AUTHOR

**Małgorzata Karwicka**  
Account Director





## 3 Beyond the numbers

How to gauge customer satisfaction in PR and marketing?

A year and a half ago, we posed the question – how do we know if customers are satisfied with our work? We knew from the beginning that we didn't want massive surveys that very few customers would end up filling out. Therefore, we reached for a proven tool – the Net Promoter Score (NPS).

### Net Promoter Score – which is what?

NPS is well-known in the IT industry, but it can be used anywhere – for example, in marketing, PR, and communications services. The short survey, consisting of just two questions, allows for an independent numerical evaluation, identifying areas for improvement and acquiring information about expectations.

**In its basic version, it is based on the following two questions:**

- Would you recommend our services to your friends? (choice of value on a scale of 0-10);
- Why? (This question can be more elaborate – it must be a clarifying and open-ended question).



**Our survey consists of 3 questions:**

- Evaluation;
- A question on what sets our agency apart from our competition;
- Inquiry about areas for improvement;

**How is the NPS index calculated?****Numerical answers (the first question) are categorized into 3 groups:**

- Promoters (people who marked 9 or 10 on the scale – those who can potentially recommend our services);
- Indifferent (those who selected points 7 or 8);
- Detractors (people who marked points 0-6 on the scale; these are customers who will potentially discourage our services).

The NPS index is calculated based on question one, using the formula:

$$\text{NPS} =$$

$$(\% \text{ of promoters}) - (\% \text{ of detractors})$$

The NPS index can take a value from -100 to +100. Generally, a score above 50 is considered very good, and a level above 70 is considered world-class. Of course, the index undoubtedly fluctuates over time, but the goal is for such quality to strive to increase this score over time and to reduce the proportion of detractors.

**NPS Planet Partners**

A survey conducted in 2021 gave us a score of 75. **Next year's survey (conducted in July) gave us an even higher score of 80.**

We could write that this score places us between two love brands – Starbucks (NPS 77) and Tesla (the highest score in the world so far – 96). But it still doesn't say anything – especially if, for someone, Starbucks or Tesla are not brands they appreciate.

That's where our next step came from – relating the NPS index to our industry. Unfortunately, while searching for benchmarks, we discovered that few PR or communications agencies conduct an NPS

survey of clients (not only in Poland). For this reason, we decided to check the NPS of consulting firms and marketing agencies. Depending on the statements, the former have an average NPS between 55 and 68, while the latter have an average NPS between 30 and 60. In this situation, a score of 80 is a result that illustrates world-class quality.

**And why the other two questions?**

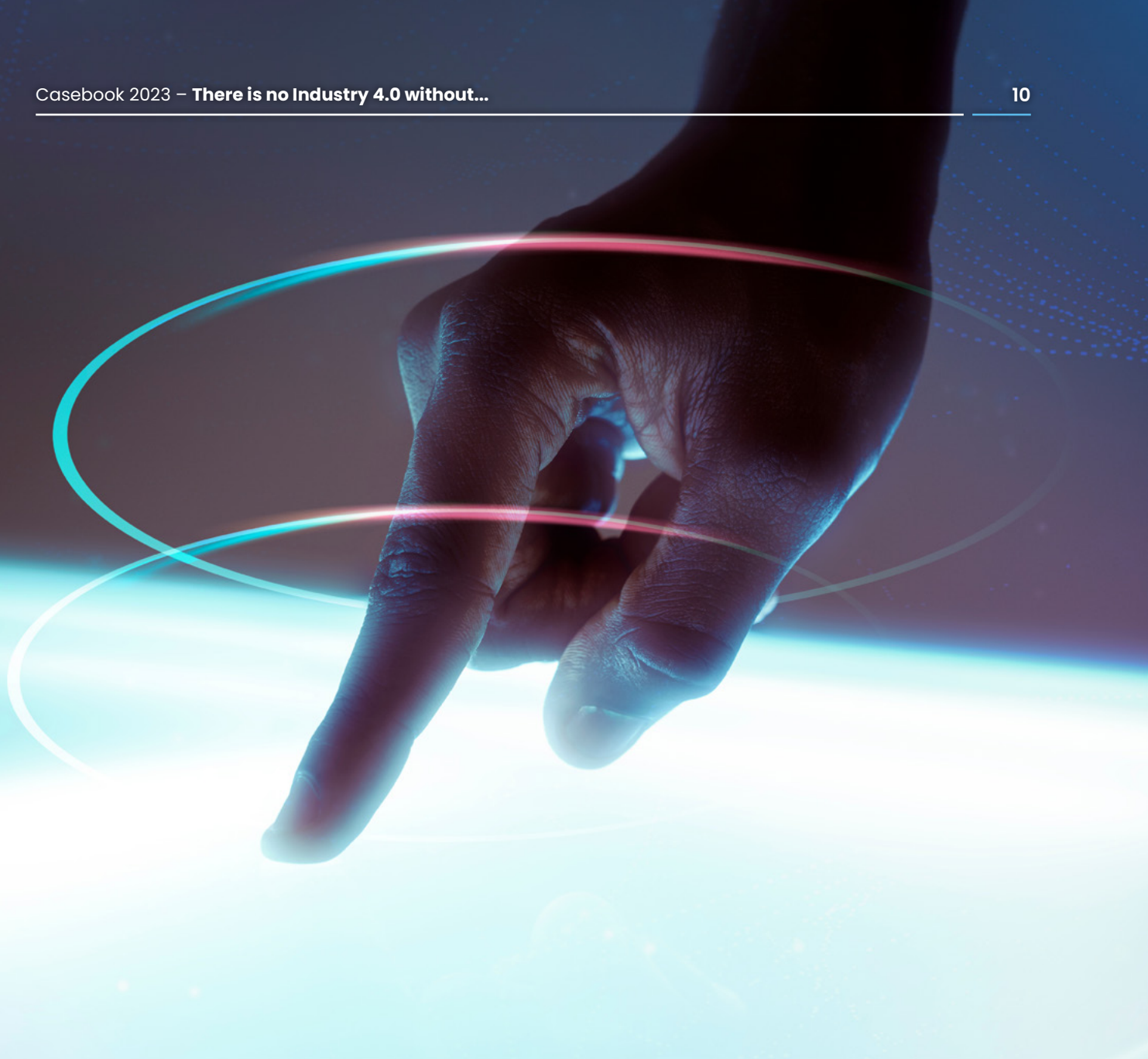
The other two questions are used to expand our knowledge of ourselves in customers' eyes. The nice one (what we do well, what we excel at), as well as the less nice one – what we should improve. Both answers are essential to us, especially if they are repeated. Without them, we can guess what is worth changing. With them – we know it.

We are currently measuring the satisfaction of customers working with us (both in the long term and by project). Ultimately, we also want to launch an NPS survey for the sales process and among employees and job candidates at Planet Partners.

**AUTHOR**

**Anna Deręgowska-Watza**  
CEO





# 4 There is no Industry 4.0 without proper communication

When searching the web for the collocation ‘industry and communication’, you usually get results related to data transmission, efficient network communication, robot communication, the Internet of Things (IoT) or Industry 4.0. And very rightly so, but it’s not the kind of communication I’m going to write about today. Instead, I will show you, using four different areas as examples, that the manufacturing industry – just like any other sector – needs a well-thought-out communication strategy. Such strategy should be based on PR activities that are tailored to the company’s business goals and different audiences.

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## Be the employer everyone wants to work for

'It's already a fact: the market for the employee is over', 'Not yet an employer's market, but no longer an employee's market', 'In Poland we still have a market for the worker, but a skilled one'. In 2023, media headlines are outdoing themselves in predicting, often contradictory, trends and changes in the work environment. Two things are certain. For years now, the challenge of finding skilled professionals has been cited by CEOs as one of the main threats to stable organizational development. And the labor market is ruled by those companies that take care of their employer reputation, i.e. effectively work in the area of Employer Branding (EB).

In 2019, HRM Institute conducted the 'Dream employer for a professional' survey which showed that one in seven professionals takes the image of the employer into account when deciding whether to participate in the recruitment process or not. What's more, 72% of respondents to the same survey were convinced that if organizations do not find suitable job candidates, it is because their reputation as an employer is not at a high enough level.

It is impossible to overestimate the benefits, both financial and intangible, that come from planned employer branding activities based on a well-tailored communications strategy. The latter is like homework, which, if done by the company, allows it to prepare more effective (that means also cheaper) recruitment campaigns, attract the most talented candidates, influence employee engagement, and ultimately keep the right people in the organization and thus reduce retention rates.

Sounds too good to be true? Not necessarily. When preparing your employer brand development strategy, it's worth expanding your company's HR team with a dedicated employer branding specialist, or turn to a communications agency that has employer brand development activities in its offer. Experienced internal communications and EB specialists will do their best to ensure that your company is not among the 75% of manufacturing companies surveyed by ManpowerGroup in 2022, which complain about a talent shortage.

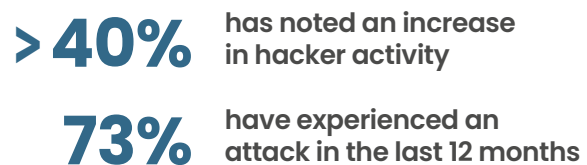
## Crises erupt... when we are not prepared for them

Some emergencies we cannot foresee. Others we often prefer to turn a blind eye to. In running a business, however, it is better to keep our eyes open and prepare to respond to crises before they happen. Especially since the range of threats increases every year. The Covid-19 pandemic, followed by the semiconductor crisis, strained supply chains, the energy crisis, climate change, and finally that dreaded C-word: cyber-attacks. Capgemini's 2022 report, 'Smart & Secure: Why smart factories need to prioritize cybersecurity' leaves no illusions. More than 40% of the 950 manufacturing organizations surveyed by that organization indicate, that they have seen an increase in hacker activity since 2019, and 73% of them had experienced an attack in the 12 months prior to the survey.

### Cyber attacks on manufacturing organizations

according to 'Smart & Secure: Why smart factories need to prioritize cybersecurity' report, Capgemini (2022)

#### Number of organizations surveyed: 950



To quote an expert from Kyndryl – a brand we are pleased to support – in terms of the likelihood of a cyberattack, informed organizations are asking themselves not 'if' but 'when' it will happen.

At this point, it's worth realizing that each of the previously mentioned threats has not only a business, technological or financial dimension, but also a reputation one. The public perception of our company depends on how we handle these threats communication-wise. With a good PR strategy we shall get through the crisis with dry feet. Without it, we might drown in mud. Fortunately, there are a number of communication tools that help prepare in advance and respond appropriately in a crisis situation. One of them is a crisis

manual – a document that carefully analyzes the communication risks specific to a particular industry or institution, presents various crisis scenarios and offers very specific guidelines on how to find your way through a difficult situation.

Crisis management training combined with media training is also an invaluable source of knowledge and practical skills. We will thank ourselves for participating in it when, standing in the glare of the spotlight, a hail of questions falls on us from journalists expecting an instant response. If the crisis appears suddenly and quickly escalates, it is worth asking for support from external communication advisors, who, looking at the problem from the side perspective, will be able to propose solutions best suited to the current situation.

## Sustainable and responsible development: that's what we're talking about

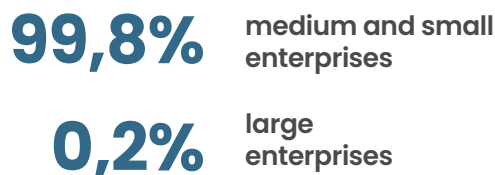
Until a few years ago, when writing about sustainability, I would have focused primarily on Corporate Social Responsibility (CSR) activities that companies undertake voluntarily. Today, however, the acronym CSR is increasingly being displaced by the slogan ESG, and that for business and industry companies is no joke. This is about reporting on the non-financial aspects of running a company gathered around three areas: environment (Environmental), community (Social) and corporate governance (Governmental).

Starting in 2024 (with a first report in 2025), more and more organizations will be required to report on their ESG targets with each passing year. First it will be listed companies with more than 500 employees, then large companies with more than 250 employees, and from 2027 also medium and small enterprises. The latter, according to PARP's 2022 Report on the State of Poland's Small and Medium-Sized Enterprise Sector, constitute 99.8% of the country. The remaining 0.2% are large enterprises, more than half of which (51.6%) conduct business in the industrial sector.

Why am I writing about ESG reports in the communication context? Because it's a socially and commercially important topic, and companies have

## Number of enterprises in Poland by size

according to Report on the State of Poland's Small and Medium-Sized Enterprise Sector, PARP (2022)



much to gain if they approach communicating it to stakeholders and the public in a planned and consistent manner. Investors and institutions in the financial sector are already taking a close look at companies' actions to implement sustainability strategies. For example, ING Bank Śląski, in its Environmental Declaration 2021, announced that after 2025 it will not finance companies that rely on carbon more than 5% in their operations.

A responsible strategy of communicating the sustainability area in the spirit of presenting efforts and results, rather than greenwashing, can translate into better credit terms, a higher place in investor ratings, and ultimately determine competitive advantage in the market. And frankly speaking, if as a company we are contributing to the planet's health and a better future, then it is always worth

## Thought leadership and public affairs as real support in daily operations

These two buzzwords might sound foreign, but in the long run they have a big impact on building a company's image in the country. Thought leadership is nothing more than positioning a company's experts in the media (business, economic, industry – as appropriate) and in the public space. Currently, this is one of the most valuable and qualitative ways for an organization to appear in the minds of the public. It allows to develop brand recognition at its best by promoting the knowledge and experience of the specialists working there. Thought leadership activities result in benefits on many levels: customers and business partners are reassured by the company's professionalism and

potential candidates are attracted to participate in recruitment. Additionally, they allow you to appear organically (that is, without paid promotion) in the media, which are important from the perspective of the organization, commenting on issues of business and economic importance.

A company's expert image can also be a useful tool in communicating with the organization's public and legal environment, including local and government administrations. This area of communication, referred to as Public Affairs (PA), involves activities aimed at maintaining good relations with a company's external stakeholders, allowing it to influence projects and decisions that directly affect the day-to-day operation of the business. For companies in the industrial sector, these can be very costly decisions, such as those related to financial support programs or grants for innovation or green transformation. To build relationships with decision-making entities, however, one must first know what these entities are. This is where stakeholder mapping proves to be very useful. It's a tool which clearly identifies specific stakeholder groups and their level of agility, and therefore the influence they have on our organization.

## **Business does not operate in a vacuum**

These are just selected examples of areas and tools that a company can use to precisely reach its audience and actively develop its position in the market. The choice of specific techniques will depend on the organization's business goals, size and development plans. The communication strategy does not have to be glamorous, but should always be thoughtful, specific and tailored to the industry we operate in.

If you think your business could benefit from effective communication, but you're not sure where to begin, write to us. We will be happy to answer all your questions and suggest measures to pull your business out of the communication vacuum.

### **AUTHOR**

**Agnieszka Mrozowska**  
Content Manager



### **INSIGHTS**

## **We share the knowledge!**

**Latest solutions and trends in communications, reports and analysis, sales, marketing and PR.**



**Find out if you're making the most common mistakes B2B marketers make!**

Conducting B2B communications is only sometimes the dream of PR professionals. Building long-term relationships in the business community, reports, analysis, or trendbooks will not all fall into the sexy category.

**READ »**



# 5 Content marketing

Research and analysis, industry reports and trendbooks are effective tools for expert communication. They allow us to stand out in the market, and they provide our stakeholder groups with the knowledge they themselves are looking for.

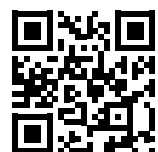
## Quality content marketing includes:

- Sales support tool;
- Trigger for media communication;
- Building industry relationships;
- Expanding contact base;
- Ability to recycle content and use across multiple channels.

Planet Partners has a number of similar projects to its credit, such as the trendbook **Floor Matters** for the international company Interface, and **Trends in the Energy Sector** for the EIT InnoEnergy investment fund.

SEE MORE

Find out more about content marketing activities



▲ <https://bit.ly/3PkpcYb>

The latest publication was created by our experts in cooperation with the Polish Space Industry Association (ZPSK), on behalf of the Industrial Development Agency S.A. (ARP). The report Analysis of the IT Area in the Polish space sector is the first study of its kind on the market.

By 2040, the global value of the space sector could be as high as \$1.1 trillion. Although the public most often hears about launcher and satellite projects, the IT area has become a key area of development in space projects. The relentless advancement of technology and the dependence on properly functioning IT services could not bypass the most innovative sector of the economy – the space sector. Software is the foundation of properly functioning systems, and the success of many space missions depends on IT solutions.

Domestic companies develop and co-create Earth satellite observation programs or navigation systems, working on international projects for the European Space Agency (ESA) and NASA. The country's first report on IT in the Polish space sector presents the current situation and further prospects for the development of this market area.

[SEE MORE](#)

**Download the report  
about IT in the space  
sector for free**



▲ <https://planetpartners.pl/reports/analiza-obszaru-it-w-polskim-sektorze-kosmicznym/>

# First in Poland report about IT in the space sector

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Analiza obszaru IT  
w polskim sektorze  
kosmicznym

RAPORT

arp  
Agencja  
Przemysłu  
i S.A.

SPACE PL  
Polski Sektor Przemysłu Kosmicznego

# Case studies

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# ERC Inspiration Book

AWARDED PROJECT | ZŁOTE SPINACZE 2022 | CUSTOM PUBLISHING

6.1

## TEAM



**Mateusz Bogusz**  
Digital Manager



Every year, the European Rover Challenge brings together world-class scientists and space enthusiasts. For three days of September, they educate and inspire hundred thousands of people with their lectures, presentations and debates. Thanks to the ERC Inspiration Book, for the first time in the event's several-year history it was possible to prolong the effect of inspiration long after the event itself has ended.

The created publication allowed to reach a wide group of new audiences online, as well as to strengthen the image of the event as a meeting platform for leading space experts from around the world. It also embodied well the ERC motto – 'we inspire a new generation'.

## What was our challenge?

The idea of the project was to create a communication tool that would build on the use of materials already in the Client's possession. The goal was to keep the knowledge transferred during the event in one place, enable further activation of stakeholders and exchange experience among project participants. Another important aim was to fill the natural communication gap occurring between the finale of one edition and before the start of the next one. What posed the challenge in the project was a very small budget of only 1,000 PLN for graphic and content development, not mentioning all promotional activities which were implemented organically.

### What was the obstacle?

ERC 2021 was already the 7th edition of the project. During the final three days of the event, it brought

together nearly 80 speakers on stage. Their presentations and lectures were broadcast live on the client's channels online.

After the event, we analyzed viewers' comments, as well as results of the surveys conducted among selected speakers, project partners and competition participants which are the client's key target group. Based on those insights, we defined the leading communication challenges:

- The comprehensiveness of the three-day video material makes it difficult to mentally assimilate the knowledge collected from the experts;
- A significant part of the audience is interested in reading only the key conclusions of the presentations, without having to attend all the lectures;
- Potential of the information and data presented by the experts is far too great to not be spread further after the event's finale;



- According to the participants, one of the most valued aspects of the competition is the opportunity to exchange experience and inspire each other. The contestant would like to be able to encounter that also beyond the key months of the competition.

SEE MORE

Scan the code and download ERC Inspiration Book



▶ [roverchallenge.eu/en/erc-inspiration-book-1st/](https://roverchallenge.eu/en/erc-inspiration-book-1st/)

## How did we approach implementation?

The conclusions of the analysis along with the need to reach new audience, identified by the client, led us to a creation of a new communication tool for the event, a booklet called the ERC Inspiration Book. We invited partners, speakers and participants of the event to co-create the publication, giving them the opportunity to further exchange experiences and continue their mutual relationships even after the competition finals.

The publication was to fit in with the main communication theme of the project, which is 'educate and inspire'. It was important to design a pleasant for the eye but also easy-to-read form of summarizing the most relevant topics covered during ERC 2021. We decided to prepare the content using the conclusions and opinions provided during the lectures, thus extending their life cycle.

In order to benefit from diversified owned channels of promotion, such as newsletters, social media and the website, we planned the publication in

the universal form of a PDF ebook. Keeping in mind the possible expansion of promotion in the future, the file was to be designed in a way that would allow it to be printed.

### How did we implement the project?

First step in the implementation phase was to collect quotes from experts, representatives of government agencies (including Polish Space Agency and European Union Agency for the Space Programme), competitors and exhibitors.

Then, we used the source video from the broadcast and cut it into shorter, theme recordings. Adding proper descriptions to them, we uploaded them to YouTube, matching each short film to the corresponding elements in the brochures. This allowed for easier access to specific presentations, better SEO indexing, and the inclusion of links (in the form of QR codes and hyperlinks) to lectures inside the publication. That way we ensured that the

publication, regardless of its digital or printed form, will remain a dynamic repository of links to a wide library of recordings.

Once developed, we published the brochure on the project's website, where it can be downloaded free of charge. To promote the publication, we used all the client's owned channels (website, Facebook, LinkedIn, Instagram, Twitter, newsletter) as well as invited partners and content authors to share it in their channels.

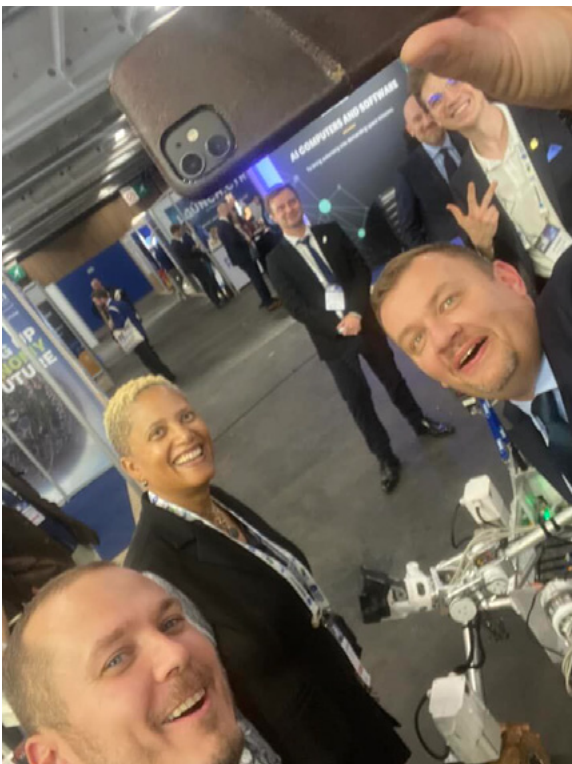
## Effects

The juxtaposition of quotes coming from different stakeholder groups positively influenced the reception of the publication and successfully served the goal of creating a platform for mutual inspiration. Thanks to the positive reception of the publication, the client decided to print the brochure out and distribute it to the space journalists and influencers in Poland.

### EFFECTS

#### The results of the project, conducted without paid marketing support, included:

- More than 15,000 members of the client's target audience informed about the publication;
- Reaching new audience thanks to social media posts shared by the ERC speakers and the Mars Society organization followed by 83,100 people;
- Activation of various stakeholders and the international community. Thanks to the involvement of the Polish Space Agency, the brochure was presented at the International Astronautical Congress in Paris (IAC, Sep 18-22, 2022) as material promoting the Polish contribution to the development of the space industry;
- Translating the otherwise ephemeral content presented verbally into a reliable and condensed source of information, used to this day in media relations and lead generation activities.



*Experts from the space sector, students and space enthusiasts, children and young people, whole families come together in Kielce. If anyone has not been able to take part in the ERC so far, they can feel the energy after reading the ERC Inspiration Book! Highly recommended.*

#### **Agnieszka Gapys**

Director of the Information and Promotion  
Department of the Polish Space Agency



*The Inspiration Book is a great initiative that extends the effect of the ERC. Potential partners and all those interested in space topics will find a summary of the most interesting lectures in this publication.*

#### **Justyna Redekiewicz**

European Union Agency for the  
Space Programme



# NAOS (Bioderma)

AWARDED PROJECT | ZŁOTE SPINACZE 2022 | BEAUTY, HYGIENE AND WELLNESS

6.2

## TEAM



**Katarzyna Czarnecka-Żołnierczuk**  
Account Manager



**Małgorzata Karwicka**  
Account Director



## What was our challenge?

COVID-19 introduced a change in the habits and needs of people in Poland. During the first seven months of the pandemic, we bought more than 6.2 million liters of disinfectants. This is over 47 times more than the year before.

Frequent use of biocides damages the skin, which proved to be a serious problem – there was a growing reluctance to use them. NAOS (Bioderma) has created a global innovation – Biphase Lipo Alcoolique – a formulation that provides health protection while counteracting the undesirable effects that result from increased hygiene and disinfection. The product's launch came at a time when the market was already saturated and competition was enormous. At the end of November 2020, 817 companies had active permits to sell approx. 1,700 products.

Since 100% of the sales profits were appropriated for the prevention of epidemics, promotional budget was kept to minimum. Additionally, the company (Bioderma) decided to associate the product with the parent company's name (NAOS). That posed another challenge, as NAOS had so far not conducted any communication activities in Poland.

## Diagnosis and strategy

With such an oversaturated market, standard communication was not an option. We decided to act differently. We were the first to ask Poles how the pandemic affected their daily hygiene behavior and disinfection choices. The survey was conducted on a representative sample by the independent

ARC Rynek i Opinia Institute. On top of that, we invited specialists in various fields to comment on the results of the survey. Our list of experts included a sociologist, a dermatologist, a psychologist, NAOS specialists and Ewa Podolska, the Medical Journalist of the Year 2020. That way, a reliable and up-to-date 'Hygiene habits of Poles in the era of the coronavirus pandemic' report was created. The Polish Dermatological Society became a substantive partner of the publication.

The health care industry is a sector most affected by the unpleasant consequences of constant disinfection. As our goal was to present NAOS as an educator, we decided to work with nurses and midwives and make them ambassadors educating patients. A survey conducted among that group of medical workforce showed the scale of the problem of damaged hand skin caused by traditional disinfectants.

As part of the 'THIS Touches Me' project, we also collaborated with the Supreme Chamber of Nurses and Midwives (patronage) and its 36 district branches across Poland, and created an educational brochure for patients. This non-obvious choice turned out to be extremely apt. Nurses and midwives are an often overlooked group in communication campaigns – their role in patient relations is usually underestimated, while communication focuses on reaching doctors.

Simultaneously, we also carried out intensive media relations activities, contacting both opinion and lifestyle media.

EFFECTS

- Approximately 462 organically acquired publications, in the top Tier media including Zwierciadło, Polityka, Medonet, Rynekzdrowia, Medical Tribune and GLAMOUR, TVP2 (Pytanie na Śniadanie), Polsat, Polskie Radio, Radio Pogoda, TOK FM; with total information reach: 70,352,210 UU;
- A clear increase in the Google Trends index. The trend in popularity of the NAOS slogan during the campaign clearly continued, with peaks of 100 and 86;
- Cooperation with independent expert organizations including the Supreme Chamber of Nurses and the Polish Dermatological Society;
- Recognition of activities in Poland by NAOS headquarters in France (international inspiration);
- Established KPIs achieved on an annual basis of 90%.



# IBC SOLAR

6.3

## TEAM



**Katarzyna Matczuk**  
Junior Account Manager



**Agnieszka Mrozowska**  
Content Manager



**Natalia Kapka**  
Account Executive

**IBC SOLAR has been a leading producer and supplier of solutions for photovoltaic installations for 40 years. Each year, IBC SOLAR photovoltaic systems supply more than three million people worldwide with environmentally friendly energy.**

## What was our challenge?

Despite its long-standing presence in the Polish market, IBC SOLAR Polska has not conducted intensive PR activities. Thus, its recognition outside the strict industry was low, media contacts were sporadic, and the brand was seldom mentioned as a flagship example of a RES market leader and industry expert.

We set as the goal of our activities, foremost of all, to build a strongly recognizable brand, positively associated with the position of a leading manufacturer and supplier of RES solutions in the market and to appear in the minds of the public as an expert in the field of solar energy.

- Professionalizing PR activities in Poland and increasing the visibility of the IBC SOLAR Poland brand in the media.
- Building the brand image as an expert in areas related to solar energy, the RES market, energy transition, as well as photovoltaic trends in Poland and the world.
- Developing brand awareness as a stable, reliable, and trustworthy partner among potential business partners.
- Increasing brand awareness among end consumers with a focus on education and communication about innovative PV solutions offered by the company.

## Analysis

We began our work for the Client by preparing a communication plan and an in-depth analysis of the photovoltaic industry in Poland. What emerged from the research was a depiction of a rapidly growing market with high competition, where demand grows exponentially yearly and is driven by various subsidy programs for RES development. Such a rapidly booming market brings several benefits but also challenges for the brand, which is just starting regular communication with stakeholders.

## ANALYSIS

- How do we stand out in a market in which competition is fierce?
- How do we precisely reach a narrow audience with our communication?
- Which OWNED channels to develop with a segmented audience in mind?
- How to combine locality and international brand know-how in communication?

**SOLUTION**

- Preparation and implementation of a Communication Plan, which allowed to organize communication activities and transform ad hoc communication into permanent and thoughtful action;
- Establishing regular contacts with trade media in the fields of energy and ecology, preparing and distributing press releases on the innovations of both IBC SOLAR Polska and the parent company, as well as high-quality articles enriched with comments from the company's experts;
- Creation of expert dossiers of two representatives of IBC SOLAR Polska;
- Content marketing – preparation of high-level content aimed at the company's customers and potential business partners: articles for the IBC SOLAR Polska blog, texts for the IBC SOLAR website, posts for the company's social media;
- Running paid campaigns in trade media to increase brand exposure among potential customers and business partners;
- Communication consulting and active participation in implementing communication strategies in the Polish and foreign markets.

**EFFECTS**

- Over 300 mentions in trade and general media since January 2021;
- Presence in leading industry portals and media titles: Wirtualny Nowy Przemysł, Energetyka24.pl, Wysokie Napięcie, Gram w Zielone;
- Increasing the visibility of the IBC SOLAR Poland brand among target groups, consolidating the image of the leader of the photovoltaic industry in Poland;
- Enhancing, in the eyes of journalists, the company's image as an authority in the RES field and a more significant number of inquiries for expert commentary.



# Kyndryl

6.4

Implementation into the Polish market of the world's largest IT infrastructure provider

## TEAM



**Agnieszka Mrozowska**  
Content Manager



**Przemysław Kozera**  
Senior Account Manager

**Kyndryl (NYSE: KD) is the world's largest IT infrastructure services provider, serving thousands of corporate customers in more than 60 countries. The company designs, builds, manages and upgrades complex, mission-critical IT systems that the world depends on every day.**

## What was our challenge?

The project came to us less than six months after the Kyndryl brand was established. The challenge in this case was to present a company that had officially appeared on the market a few months earlier.

The aim of the project was to strengthen the company's recognition in the Polish market, with a particular focus on its competence in IT infrastructure services, products developed on the basis of open source and cloud, as well as its creation of dedicated solutions for various sectors of the economy, including the public, financial and manufacturing segments.

- Launch of an existing brand six months after the company was founded.
- The company spun off from the structures of another brand with a very established market position and wide recognition.
- Despite a large background, the brand is starting from scratch.
- Lack of brand identity - initially wants to communicate as the world's largest startup and technology agnostic.

## Analysis

In analyzing this case, we identified a number of challenges. The client operates in an industry that the press is eager to write about, but also in which the competition is substantial and communicatively active. The issue was to convince journalists that despite the start-up mentality, the company is technologically mature, creates jobs in the country and is worth watching.

## ANALYSIS

- How to market an existing company?
- How not to overshadow a spin-off with a very recognizable parent company?
- What channels for reaching journalists will be most effective?
- What can you do to stand out in an industry with unusually high competition?



## Effects

We decided to bet on showing journalists the Kyndryl brand more closely so that they could supplement their knowledge of the new brand with first-hand information from the managing director of the Polish branch.

First, we conducted reconnaissance among key media – we asked the 10 most important journalists from the brand's point of view what they knew

and what they thought about the Kyndryl brand. On the basis of these conversations, we held a press meeting, where we presented details of the brand's operations in Poland, its plans, and explained the history of its creation and belated launch.

After the successful presentation, the project moved into the permanent service phase.

### EFFECTS

- A survey with 10 key, from the brand's point of view, journalists;
- Preparation of the company's Q&A and presentation;
- Media training for those speaking at the meeting;
- Organization of a press meeting.



# Green Caffè Nero

6.5

## TEAM



**Mateusz Bogusz**  
Digital Manager



**Michał Bykowski**  
Graphic Designer

Green Caffè Nero is a chain of cafes established as a result of a merger of the Polish Green Coffee brand with the world's largest privately owned coffeehouse chain, Caffè Nero. Currently, GCN employs over 1,000 people and has 75 cafes in Warsaw, Krakow and Wroclaw.

## What was our challenge?

We were tasked with developing effective tools for communicating the brand's values on social media in regard to the 20th anniversary of GCN. Additionally, we developed a creative concept for promoting products which, as a part of anniversary's celebration were brought back to the menu.

## SEE MORE

**See sample interview  
with Green Caffè Nero  
employees**



▲ [instagram.com/p/Cr3TDxsvUDo/](https://www.instagram.com/p/Cr3TDxsvUDo/)



## What have we done?

### ACTIVITIES

- Recording a series of interviews with GCN employees and turning them into short videos to emphasize employees' positive experiences with the brand;
- Conducting a video street poll outside GCN's Krakow cafes, asking passersby about their memories and associations related to 2003;
- Designing and developing an 'explainer video' animation that focuses on the highlights and milestones of GCN over the past 20 years;
- Developing a creative concept for the anniversary products offer, including: an idea, guidelines for a product shoot, and a proposal for practical application on the GCN network's owned advertising media.

## Effects

Through the executed materials, we promoted GCN through not only high-quality products and tasty coffee but also amazing people with passion who identify with the brand and create its

value. Also, we used Cracovians in the communication activities, thus contributing to changing GCN's image as an exclusively Warsaw-based chain.





# 'Polish Recycling' Association

6.6

## TEAM



**Przemysław Kozera**  
Senior Account Manager



**Michał Chrobot**  
Communications Consultant

The 'Polish Recycling' association was established in September 2015 and brings together companies involved in recycling plastics and rubber. It responds to the need to create a representation of this sector in public life. The main goal of the Association is to be a credible and responsible voice of the recycling industry by representing the common problems and interests of the industry before state administration bodies, governmental and non-governmental institutions and organizations. As an important goal, the Association considers the promotion of recycling as the most environmentally beneficial waste treatment process and ensuring sustainable production.

## What was our challenge?

Support in lobbying and arranging media discussions on the deposit system and extended producer responsibility, with a focus on public administration as the target audience for messages.

## What have we done?

### ACTIVITIES

- Media relations (public administration, recycling, industrial and energy branch);
- Support in drafting letters to public institutions, including the Prime Minister of Poland;
- Developing a communication strategy for the challenges of the extended producer responsibility and the deposit system;
- Expert communication of representatives of the Association.

### ARTICLE

**Recycling is no longer profitable, the industry in a collapse „This could be the toughest year in history.”**

**READ»**

*Bankier.pl*

## EFFECTS

- 268 publications with a reach of over 125mln;
- Increased recognition of the Association's representatives in the industry and national media;
- Arranging the discussion on the deposit system and extended producer responsibility;
- Posing impact on legislative changes to the extended producer responsibility and deposit system;
- Introduction of the deposit system in Poland.

## ARTICLE

**Electricity prices throttle recyclers. Facilities may halt production**

**READ »**

*Rzeczpospolita*

## ARTICLE

**President has signed a law to freeze electricity prices**

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*Onet*

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# Our team

We believe that there is strength in teamwork. We collaborate, help each other and confront different approaches.



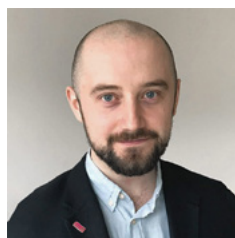
**Anna Deręgowska-Watza**  
CEO



**Łukasz Wilczyński**  
Senior Communications  
Expert



**Małgorzata Karwicka**  
Account Director



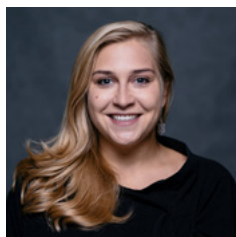
**Przemysław Kozera**  
Senior Account Manager



**Natalia Malinowska**  
Account Manager



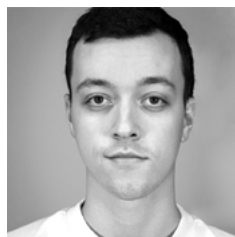
**Katarzyna Czarnecka-Żołnierczuk**  
Account Manager



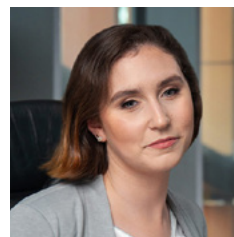
**Aleksandra Nawrocka-Dudkiewicz**  
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**Karol Maćkowiak**  
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**Mateusz Bogusz**  
Digital Manager



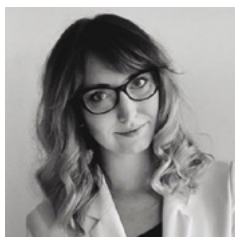
**Agnieszka Mrozowska**  
Communications  
Consultant



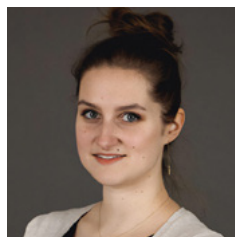
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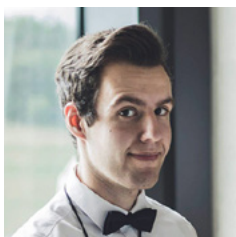
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**Michał Bykowski**  
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**Agata Matusiewicz**  
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