

PUBLICITY

- TIMING IS EVERYTHING!



STI ANNUAL CONFERENCE 2009
EXPERIENCE OF GDYNIA (POLAND)

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www.gdynia.pl

2.5 MILLION PEOPLE

attracted by tall ships



WHERE?

www.gdynia.pl

GDYNIA
miasto żeglarskie

GDYNIA (Poland) - it was marvelous!




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GDYNIA
miasto żeglarskie

About publicity

- Publicity is a kind of advertising that costs you nothing, yet draws public attention to you.



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Publicity can make a difference



HAMSTER



RAT



Timing is everything but...

A handful of useful tips & tricks:

- Select carefully your target group as it influences your timing
- Don't forget about:
 - Ladies
 - Locals



Timing is everything but...

A handful of useful tips & tricks:

- Give your event a proper, unique layout
- Let it be original and coherent
- Consider inviting graphic artists and advertising agencies to a competition
- Enjoy free publicity when announcing the results



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A handful of useful tips & tricks:



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Timing is everything but...

A handful of useful tips & tricks:

Do your homework:

- keep an eye on what's on in your region
- detect possible dangers and make them your strenghts



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Timing is everything but...

A handful of useful tips & tricks:
Find cross-promotion partners



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Be visible - extraordinary things draw attention



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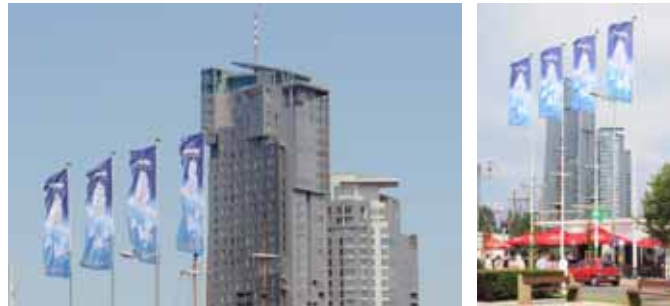
Be visible - extraordinary things draw attention



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A handful of useful tips & tricks:

- Dress up your city



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- Make people talk - activate your local environment

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Media partners:

- be a tough yet responsible negotiator
- always try to get more than just advertising surface at an event
- sell yourself rich - drawing thousands of people is attractive for media



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Press releases:

- let the world know what you do - sell interesting preparation facts; make stories.
- capital city vs the rest - how to reach attention of journalists?
- let your news grab attention with a good headline
- language matters - avoid jargon
- bear in mind publication deadlines



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- Timing:
 - gradually intensify your promotional impact -
TSR countdown
 - don't stop with the event
kick-off - many people make last-minute, impulse decisions



Publicity works perfect...

... when backed-up by a traditional promotion campaigns

- Media used:
 - outdoor (1,5 months)
 - TV commercials (2 weeks)
 - radio commercials (2 weeks)
 - internet banner advertising (one week)
 - press (2 main national dailies, sailing and magazines, life-style weekly TV guides, maritime magazines)



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Perfect publicity results in ...

Great media coverage

- Television:
 - the biggest national TV stations (both public and private) and a regional
 - 297 minutes of television coverage (news, documentaries, interviews)
 - mid-June to mid-August
- Radio







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miasto przyszłości

Perfect publicity results in ...

Great media coverage

- Press:
 - the biggest national and local dailies, tabloids and magazines (including 1 religious and 1 computer magazine)
 - 52 articles (excluding inserts)
 - mid-June to mid-August







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■ ... anyway, how is our timing?

