

## **The summary of the marketing strategy to integrate the creative industry of the Gdansk Metropolitan Area**

Basing on the diagnosis of the creative industries sector in the Gdansk Metropolitan Area, it is estimated that there is a potential for the development of companies and increasing employment within this market. An important factor aiding the development of creative industries is the environment supporting this sector. Therefore, the Creative Cities project and suggested marketing strategy to integrate the creative industry of the Gdansk Metropolitan Area are supposed to serve this purpose.

### **The marketing strategy purposes**

The marketing strategy to integrate the creative industry of the Gdansk Metropolitan Area concentrates on the presentation of networking activities which aim is to stimulate cooperation and lead to the consistent integration of the representatives of this industry. The tools suggested in the strategy aim also at increasing the visibility of the creative industry of the region and initiating the creation of the creative industry cluster. The next important element is business support through enabling the sale of products of the creative industries representatives in the Creative Cities shop and promotion connected with exhibitions and presentation by means of E-platform.

### **Strategic purposes of networking activities**

1. Organizing, among other things, 12 networking meetings, 2 meetings with investors and 6 workshops within one years.
2. Gathering a group of at least 150 people from the Gdansk Metropolitan Area who actively participate in networking meetings and initiatives undertaken within the framework of the project.
3. Increasing awareness of the presence and potential of the creative industry among public institution employees and entrepreneurs from the region.
4. Obtaining, among other things, 40 publications in the media concerning the creative industry sector of the Gdansk Metropolitan Area and initiatives undertaken within the framework of the Creative Cities project.

## The target group of the strategy

The marketing strategy concerns the representatives of the creative industry sector of Gdansk Metropolitan Area. They are divided into several groups: freelancers, companies from the sector of Small and Medium Enterprises, people who are planning to start their own business in the creative industry sector, people working within that sector, students of the creative and arts faculties as well as the society in general.

## Description of tools – marketing activities

Networking activities within the framework of the Creative Cities project should be conducted in a planned, regular and coherent way. Therefore, apart from various types of networking tools that are supposed to influence the cooperation and visibility of the creative industries sector of the Gdansk Metropolitan Area, we suggest the use and promotion of the following motto for these meetings: **“Creative Networking, Good Business”**.

The tools that are going to be used include:

- Creative Mornings
- Creative Pitch
- Creative Workshops
- Creative Commerce & EXPO
- Creative Coworking
- Creative Trips.

## Creative Mornings

A basic and elementary networking tool will be a monthly meeting: Creative Mornings. 12 meetings will always go in accordance with a fixed plan. Every meeting will be divided into three parts. The first one will be the speeches of guests – people known in specific creative industries: marketing and advertisement, architecture, art, handicraft, graphic design, industrial design, film industry, photography, the media, computer games and software, electronic publishing, music industry, visual and performing arts and journalism. Unique guests' speeches will influence the increase in attendance and participants' interest in Creative Mornings.



The second part of Creative Mornings will include the participants' talks at theme tables. The themes will include the activities of the creative industries representatives (e.g. #Advertisement, #Architecture). Their assumption is to gather a group of people who will be interested in a given topic in the context of: receiving advice, cooperation in a specific project, finding an employee or suggesting one's services. Every person sitting at the table of his/her interest will introduce himself/herself and discuss his/her needs or offer. Valuable relationships established in this way will be an introduction to further individual unofficial talks and inspiration to form task groups in specific projects. The last element of Creative Mornings will be unofficial talks.

A factor conducive to the integration and initiation of the first relationships between the creative industry representatives will be labels given to the participants during the meeting. They will be an informal introduction of a person that will facilitate and be a pretext to establish the first relationship between participants. It will include: a participant's name and surname, login on Twitter and a sentence that a person wearing this label will have to finish (at every meeting there will be a different sentence), e.g. "It's worth talking with me today because....."

## Creative Pitch

Creative Pitch meetings will have a form of business presentations in front of investors and experts. They will be directed to those people or companies that are interested in financial or counseling support. Apart from the companies presenting their ideas in front of investors, the audience (up to 40 people) can also be present at Creative Pitch meetings. Representatives of public and scientific institutions and the media will also be invited to the meetings.



Two Creative Pitch meetings have been planned. They will take place once every 6 months. Their scheme is as follows:

1. Four weeks before the Creative Pitch meeting, the companies or people that want to appear in front of investors apply by sending video presentations or putting them to E-platform. At one meeting, up to four companies can appear in front of investors or experts.
2. Every company will get some time to present their idea (maximum 10 minutes). Every investor or expert can ask 2-3 questions and give his/her opinion. Listeners will also have a chance to ask some questions (the audience can ask a participant up to 5 questions altogether). A Moderator finishes the presentation. Finally, investors consult their opinions and give recommendations.

Creative Pitch will give the possibility to contact investors directly and the opportunity to verify the idea for business. Listeners engaged in a talk with presenters, investors and experts will acquire practical knowledge as to how to build their business and think what further activities to undertake in order to create the best conditions for their idea development. Interactive character of the meeting and moderating the talks will guarantee the activity of the target group. Creative Pitch will also be a perfect occasion for unofficial talks, establishing relationships and business cooperation.

### **Creative Workshops**

The next tool serving to integrate the creative industries representatives, but mainly to acquire knowledge, are Creative Workshops that make it possible to improve competencies within running one's own business activity. The outline of the theme range would include: intellectual property protection – logotypes, marks, patents or contracts; image for the beginning i.e. good PR; selling on your own – how to become known in e-commerce.



Creative Workshops will be meetings that due to a small number of participants – apart from passing on theory – will concentrate on practical values. We estimate that about 20 participants will attend the workshops. They will take place once every 2 months (6 meetings within one year).

Participation in these three networking projects: Creative Mornings, Creative Pitch and Creative Workshops will be payable for the audience.

### **Creative Commerce & EXPO**

The next tool proposed to integrate creative industry in the region is Creative Commerce & EXPO that will provide the participants with meetings and networking initiatives with promotional and business support. It will consist of two processes: displaying and sale of the products in a stationary Creative Cities shop in Gdansk and participation in exhibitions conducted by the organizer (among other things, in offices, public institutions, universities, business institutions, shopping malls and hospitals).




Only the participants of the meetings will have the possibility to present their products during exhibitions organized within the framework of the Creative Cities project and sell their goods. Participation in Creative Commerce & EXPO will also influence the possibility to use the Creative Cities logo on their products.

## **Creative Coworking**

Working in the same room or building with creative and entrepreneurial people is always conducive to the integration and establishing business relationships. Coworking will take place at Incubator Starter, at Leborska Street in Gdansk.

Diversification concerning the location of the creative industries representatives with regard to their activity is strongly recommended. It is advisable to place the representatives of the same sector variously in order to arrange the situation that is conducive to cooperation and forming groups to realize common task projects.



**Creative  
Coworking**

## **Creative Trips**

The next tool supporting the integration of the creative industries representatives of the Gdansk Metropolitan Area are Creative Trips – trips organized once every 4 months. Such an initiative is conducive to common talks, exchanging thoughts and experiences and, first and foremost, is a perfect way to acquire knowledge.

Depending on the possibilities and chances, Creative Trips will take place in the country or abroad. One suggests trips to the cities participating in the Creative Cities Project. Thanks to this, it will be possible to observe the development level and diversification of the ideas of the creative industries representatives from other countries. It is also advisable to organize trips to attractive and creative places/businesses in the Gdansk Metropolitan Area in order to make them popular and build the sense of the region uniqueness.



**Creative  
Trips**

## **E-platform**

In order to pass on all ideas, information, reports from events (including photo and video reports) and publishing interviews with speakers, E-platform will be formed. Apart from the realization of the above mentioned tasks, it will also be a place to exchange thoughts, knowledge and thanks to this, it will serve as a useful tool for those looking for employees, employers, customers or partners to realize common task projects. An important purpose of E-platform functioning is also its integrative value and the one motivating to involve into the activity or participate in the Creative Cities project.



**Creative  
E-platform**

## Public Relations

In order to popularize networking activities and attractiveness of membership in the Creative Cities project, a broad cooperation with the regional media will be undertaken. For two years of the project duration, the local, national and industry media will be informed about all events and meetings. Relationships established with the media representatives will be long-term and carefully looked after. Thanks to this, various forms of publication will appear, among other things, interviews with Creative Cities speakers broadcast by the regional television and then made available also on E-platform. The media representatives will be invited to all meetings and events.

## Social Networking Sites

Upcoming events and their reports will be published on social networking sites, such as: Facebook.com, Flickr.com, Twitter.com and GoldenLine.pl. They will also be additional places for communication and discussion between participants. Social networking media will support communication connected with the Creative Cities project and, thanks to their mechanisms, popularize its idea by means of the activities undertaken by the participants themselves.

Comments appearing on social networking sites will be a valuable source to study the opinion concerning the project and enable justified planning and implementation of the next activities that will allow for even better improvement of the meeting formula.

## Partnerships

In order to promote the Creative Cities project and the possibilities to inform people about events connected with a given Partner, partner cooperation with creative communities, state institutions, associations and universities will be established.

## E-mailing

Participants and those interested in the Creative Cities Project will be informed about all the meetings, novelties and changes by e-mail. It is also possible to use the base prepared by the Gdansk Entrepreneurship Foundation or its Partners.