



Category: PR and Marketing Campaign of the Year

Company: HB Reavis Poland



Stanislav Frnka
Country CEO

In late 2016, HB Reavis launched the construction of Varso, a unique project in the heart of Warsaw, including the EU's tallest building, designed by Foster + Partners. In Q1 2017, marketing and PR activities to introduce Varso extended both beyond Poland and the real estate market, by reaching out to the consumer and urban media outlets, executing community relations activity and using social media. The first stage of communications involved a press conference to present the long-awaited final architectural plan of Varso. It was attended by over 50 journalists and users of SkyscraperCity, a popular forum on urban development. In early March, we held a cornerstone ceremony for Varso combined with an event for over 600 VIPs from the world of business and culture. It was attended by President of Slovakia Andrej Kiska as the guest of honour. The guests were entertained by artists from Roma Musical Theatre, Anna Sroka-Hryń, Dorota Miśkiewicz, Sławek Uniatowski, Patrycja Piekutowska, Ewa Bem, DJ Adamus, who acted out the history of Warsaw from the 1920s to the present, referring to the atmosphere of New York, the city of skyscrapers. The event culminated in an exhibition of works by Ryszard Horowitz. The prominent US-based Polish artist also painted a mural near the construction site so that passers-by can also have a notion of what Varso will look like. Simultaneously, we launched activities addressed to project neighbours, who were briefed on the project, and an exhibition of kindergarten artwork displayed on the construction hoarding, illustrating pupils' vision of future Warsaw. In order to promote Varso, we also created materials of the highest quality to present the project to prospective tenants: a website, interactive presentation, interactive table and VR tours. The first stage of Varso promotion culminated in the project's strong presence at MIPIM, both at Warsaw's stand and a dedicated HB Reavis stand, generating interest from the international media.

New Approach / Special Efforts Undertaken

By reaching out to the consumer and urban media outlets and using social media, the project successfully made the most-read publications and was even the subject of several positive Internet memes. At the same time, the highest quality of special events and marketing materials helped effectively position the project as a prestigious office development among prospective clients.

Team Leader Name and Position	Marta Busłajew, Head of Marketing & PR
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Innovation / Concept / Star / Campaign - Name	The official launch of Varso, the tallest building in the European Union.
Key Features / Specialties	<ul style="list-style-type: none"> • Highest quality of marketing materials and events • The total number of media publications on Varso exceeded 1,500 (as of May 2017), their AVE reaching approx. PLN 6 m. • Successful introduction of one of the most spectacular development in Europe