

(NOT ONLY!) WAITING FOR EURO 2012 TO COME

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CONSUMERS STAY HAPPY

Did you know that Polish consumers are the happiest in Europe? European Commission Euro barometer study shows that 95 percent of Poles say they are satisfied with their lives. The single factor most contributing to our happiness is our family life. Traditional Polish values such as God, religion and honesty still prevail.

Our state of happiness extends its fortune into all aspects of consumer life. We have become more concentrated on ourselves – one of the trends we observe is a consumer-centric approach to all brands, activities and social events.

DIGITAL IS A BIG WEAPON

Rightfully so, people want the attention to be focused on themselves. If they want to socialize, they go digital – one of the largest social portals in Europe is naszaklasa.pl where more than 12 million users gather. If they want to feel patriotic, they keep fingers crossed for our new national stadium being built for the opening game of Euro 2012 – and they check out the progress online. If they want to go with one of the biggest recent trends – the eco trend – they turn off their lights, sort out their trash, sign online manifestos for energy savings and buy biodegradable grocery bags.

ECO-IMPERATIVE

Speaking of the eco trend, Polish consumers are much more ecologically aware these days: 61 percent of Poles declare that they are seriously worried by the environmental issues as far as Poland is considered. A comparable group of Poles is concerned with the world issues such as global warming. Following the ongoing global movement to steer consumer culture away from excessive use of plastic bags we are pleased to see reusable tote bags gain big in popularity. We have just started observing a growing consumer interest in eco/organic food, which is now available in the great majority of shopping malls in Poland. The market response to a new consumer need has been quick. There are more and more campaigns in Poland these days that refer to ecology. It is imperative now: if the brand wants to be perceived as trendy, fashionable and, above all, socially responsible, then the ecological aspect must be taken into the account. Polish marketers already know that taking a stand on environmental issues is not just morally right but can leverage their brands, too.

GREAT EXPECTATIONS (OR: EURO 2012)

Last, but not least – Poland has entered a great process of change connected with preparation to Euro 2012. We are building stadiums and... highways (so far with less luck!). Polish media reports the preparation for Euro 2012 on daily basis. We are still to see the great impact that European Championships will surely have on a Polish citizen/consumer. From now on, one thing that is sure is that many brands will be determined to build on Euro 2012. It has already begun. Polish fans are gathered on the Internet... waiting for Euro to come.

BUT IN THE MEANWHILE WE DANCE WITH THE STARS...

Within the last years Poland has fell in love with dancing – we have had 10 editions of “Strictly Come Dancing” and we have just started a fourth edition of a “You Can Dance,” a young talents program. The viewership of these programs has been amazing. They are just the tip of the iceberg with followers such as “Poland’s Got Talent,” “How They Sing,” etc. With new popularity of these shows, Polish consumers have seen the rise of “nobody” stars – people who have appeared only in one of these shows, to later become a celebrity engaged in commercial endeavors with serious international brands.