

Experience Kraków again!

Last year's World Youth Day in Krakow is remembered by its participants and Cracow's residents as a festival of enormous spiritual exaltations, but also pure happiness and positive vibes. This is exactly what we want to remind everyone of through a promotional campaign "Experience Kraków Again!" with the main mean of communication being the Internet and social media. "All of this, so you can experience Kraków again"- says Elżbieta Kantor, the director of Kraków City Hall Promotion and Tourism Department.

Last year during the World Youth Day (WYD) almost 250 pilgrims were interviewed. We do know what countries they come from, but their names and surnames are unknown. All of our interviewees had one thing in common- they wanted to (and we hope they still feel the same) come back to Cracow once again. That is the reason why, we drew six of them (3 people each from Italy and Spain), to offer them another trip to our city. Thanks to social media and the help of traditional media, we want to reach them and invite them and their friends to Poland for the World Youth Day anniversary in Cracow.

"Social media has great power." We believe that this time it will quickly help us find the heroes of this campaign. We also count on traditional media- every time our search is mentioned, it gives us a better chance at succeeding- adds Elżbieta Kantor.

The search for pilgrims begins on the 22nd of May and will finish, when all of them are found. We hope that this will happen by the 5th of June. A teaser of the campaign has already been released on the 18th of May, the anniversary of the WYD patron- John Paul II. It was meant to encourage everyone to take part in the campaign and let them know what will be happening during the next three months.

After tracking down all of the pilgrims, the most interesting moments of the search will be published and we will take a walk down last year's WYD memory lane. The reactions of our campaign's heroes, when finding out about their revisit to Cracow, will also be published.

Our special guests will spend a few summery days in Krakow. We will keep them company during their strolls around the beautiful streets of Cracow, their visits to museums and sightseeing of monuments they might not had time to see last year. As far as it will be possible, we will try to report on their visit to the City of Kings.

The promotional campaign will be available on: Facebook, Twitter, YouTube and Instagram. The main recipients will be Italy and Spain, but the content will be globally shared, to encourage WYD guests from different countries to revisit Cracow.

The campaign's main fan page will be Kraków Experience (www.facebook.com/KrakowExperience), but we hope for many user shares all over the world. The promotional action will also be featured on a website in 4 languages (English, Italian, Spanish, Polish). The page will display memories from last year's WYD, a presentation of Cracow's attractions, as well as reports from our guest's preparation for their trip.

ADDITIONALLY!

Using a contact form on the website we will collect videos and photos send in by other pilgrims, who took part in WYD 2016. This beautiful moment will be marked in history with a movie composed from the received material. As a token of appreciation, some small symbolic gifts will be given to chosen individuals by the City of Cracow.

Social frame with the help of Cracow's City Hall is responsible for the campaign's realisation in social media, as well as the video production. The handling of the media budget will be in the hands of Novem agency.

And now watch the campaign's teaser:

www.youtube.com/watch?v=ePU0ab6aPZ8

The person who is currently being looked for:

Campaign's Website: <http://again.krakow.travel/>

Facebook Page: <https://www.facebook.com/KrakowExperience/>

Instagram Profile: <https://www.instagram.com/krakowexperience/>

Twitter Profile: <https://twitter.com/krkexperience>

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