

**Digital Discounts**  
**within**  
**Digital Festival**

# Digital Festival – idea

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We put HUMAN in the centre.

We educate and build awareness by promoting:

**1.**

Education about new **technologies** and digitalisation of citizens, business and public administration

**3.**

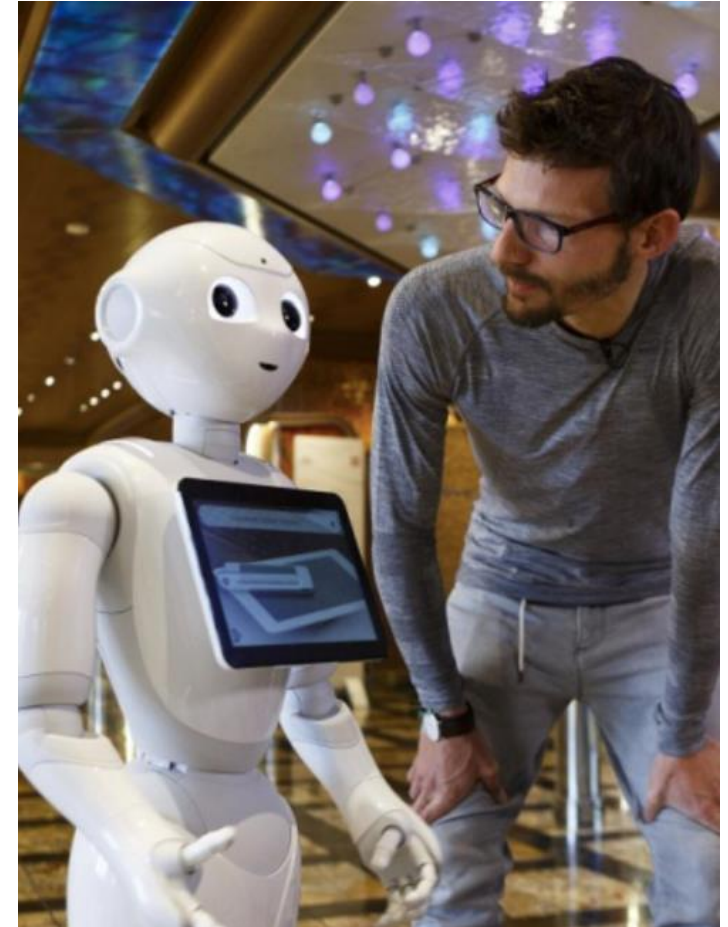
Digitalisation as the driving **force of innovation** development and as a key to long term competitiveness of the Polish economy

**2.**

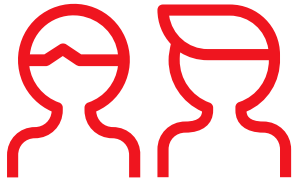
**Companies - digital leaders**, which participate actively in digital transformation, create a near-future world and inspire others

**4.**

**Poland** as one of the leading **innovative hubs** by presenting polish achievements in science and new technology



# Our three target groups



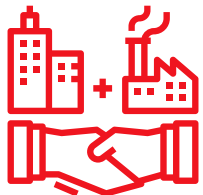
## Citizens

We aim at **raising awareness among ordinary citizens**, making them **understand digital world** and thereby encouraging them to **use digital products** in everyday life



## Businesses

We support companies in **presenting themselves as digital leaders** and enabling them to **achieve their goals** related to innovation



## Public administration

We **initiate debate among policy-makers & industry leaders** about the impact of digitalisation on **creating strategic competitive advantage** of the Polish economy

# Key elements of Digital Festival

**Digital date: 01-10.10.2019**

## Umbrella campaign

Common to all activities in TVN, RASP, Facebook, Google, Stroer, City Media OOH

1

### Education

Educational material at digital festival website, programming courses and tutorials

2

### Digital events

Events organized by Digital Poland, Partners & citizens

3

### Digital discounts

Up to 50% off on digital goods offered by Partners

4

### Charity - fundraising

Raise money for talented youth to help them learn new skills in digital

# Up to 50% on cashless shopping

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- **Promotion is an effective tool** to draw the attention of mass audience, **especially in Poland**
- Discounts are a way to show benefits of digitalisation and **promote cashless payments**
- Partners offer discounts throughout the Festival on products and services purchased online and with non-cash payment



# Big media presence

4

Digital Festival is a **four-week** dialog between citizens, brands and change leaders. The dialog will be promoted and broadcasted by mainstream media.

1 mln

Involving media cost reduced by barter agreements to PLN 750 000.

4 mln

Media measurable value of all promotion channels is 4 mln

## INTERNET



## PRESS



## RADIO



## TV



## DOOH



# Public administration endorsement

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Ministerstwo  
Cyfryzacji



MINISTERSTWO  
PRZEDSIĘBIORCZOŚCI  
I TECHNOLOGII



MINISTERSTWO  
ROZWOJU



MINISTER  
EDUKACJI  
NARODOWEJ



Honorowy patronat  
Prezesa Rady Ministrów  
Mateusza Morawieckiego



Ministry of Science  
and Higher Education  
Republic of Poland

## Municipalities:

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**Come JOIN US and be  
part of it**



# Benefits for Partners

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**1.** Position yourself as an innovation company & present your **thought leadership**

**2.** High visibility platform to show your brand and offer attractive discounts

**3.** Effective way of attracting new customers and increase sales

**4.** Nationwide media coverage

**5.** Creative concept that suits your digital ambition

**6.** Be a part of **Digital Festival Partners'** network that changes Poland

# Digital Discounts Partnership

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**Digital Discounts Package includes: promotion within Digital discounts, website brand exposure, media pack (logo, banners, graphics) to reuse**



# Reach out to Dominika Banaszekiewicz



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