



CoLibri Poland

Introduction & general thoughts



- Inspired by experiences of other distributors (Portugal, Turkey)
- Personal motivation by cooperation, not competition (win-win attitude)
- Simple, straightforward business – felt encouraged

Difficult beginnings



- Working almost exclusively with libraries
- Wasn't sure how to approach bookstores / stationery shops
- Failed attempts - CoLibri testing programme
- Didn't know any B2B fairs

Difficult beginnings - improvements



- Reaching B2B fairs
- Establishing cooperation with a sub-dealer (Super-Siódemka)
- Improving our offer (CoLibri covering station)
- Attending book fairs to promote CoLibri and create brand awareness

Marketing highlights – 2014-2020



BOOK BLOG HIRED TO TALK ABOUT COLIBRI BEFORE AND DURING FAIR.

MIROSLAW BUGALA - SALES MANAGER, OVER 20 YEARS OF SALES EXPERIENCE, MY UNCLE

JAKUB BUGALA - MARKETING MANAGER, INTERNATIONAL COMMUNICATIONS MANAGER, ABOUT 8 KG THICKER THAN NOW. DOES ALL THE TALKING IN ENGLISH, MAKES PRESENTATIONS (IF FORCED TO). LIKES TO THINK THAT HE HAS GOOD IDEAS, AT LEAST SOMETIMES.

WARSAW BOOK FAIR, 2014

Marketing highlights – 2014-2020

- a) CoLibri Covering Station
- b) Catch-phrase
- c) Distinguishing a service from a ready-made product
- d) Warsaw Book Fair – 2014 edition vs 2018 edition

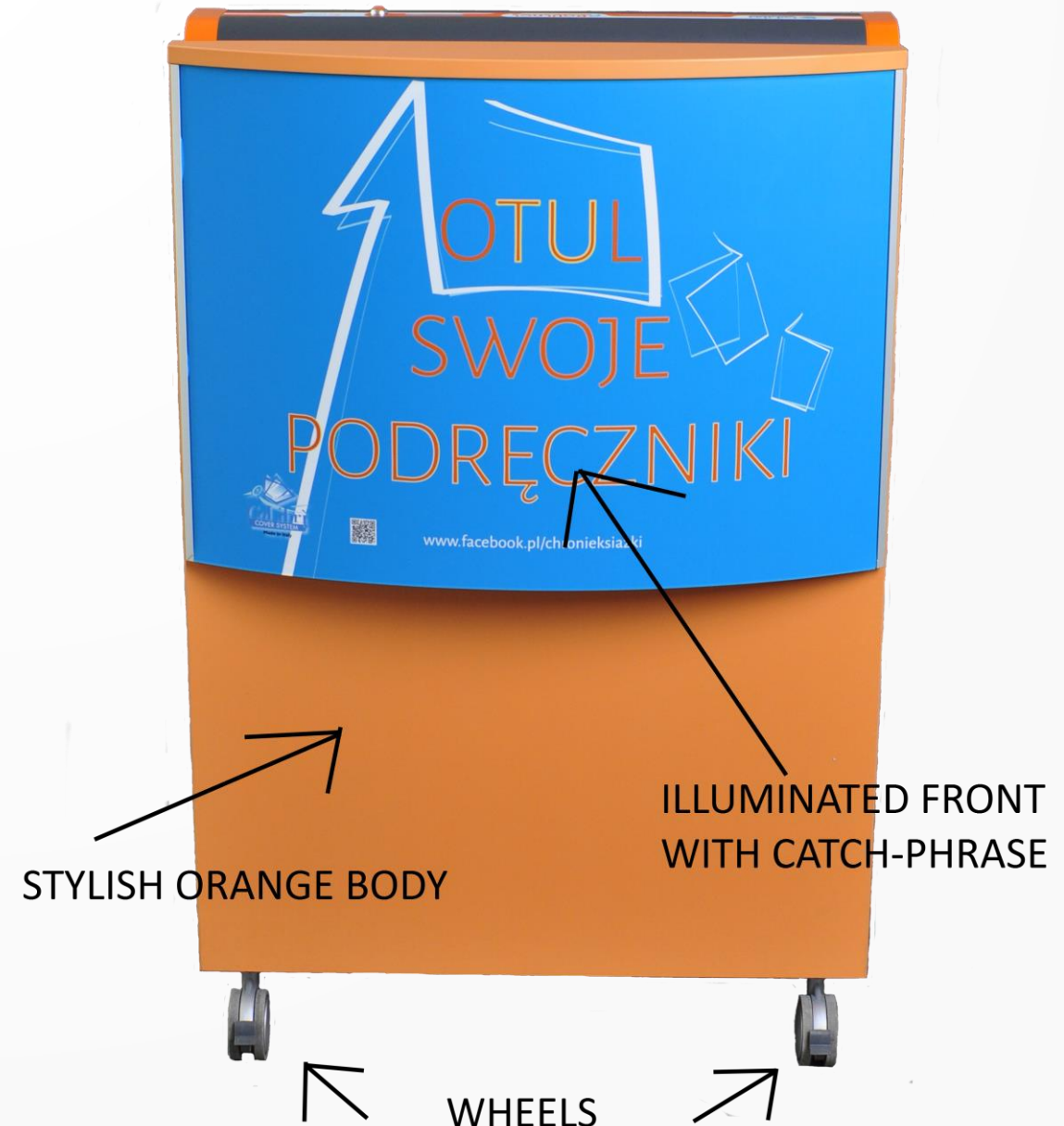
Marketing highlights – 2014-2020

- a) CoLibri Covering Station



Marketing highlights – 2014-2020

- a) CoLibri Covering Station



Marketing highlights – 2014-2020

- **b) Catch-phrase**



Marketing highlights – 2014-2020

- **b) Catch-phrase**
- Used on Covering stations' illuminated fronts
- Boosting CoLibri service recognizability
- Creating emotional connection to the service

Marketing highlights – 2014-2020

- **c) Distinguishing a service from a ready-made product**

SERVICE $\neq$ PRODUCT

COLIBRI $\neq$ READY-MADE COVER

- Escaping the pitfall of „the lowest possible price” mentality
- Underlining the „added value” aspect of CoLibri as a service
- Fighting-off scepticism
- Slowly re-shaping the market

Marketing highlights – 2014-2020

d) CoLibri at Warsaw Book Fair – 2014 vs 2018

2014

- placing five CoLibri Covering stations in different parts of the venue
- one main stand for business meetings
- covering books service for 45 eurocents – testing market
- looking for business customers

Marketing highlights – 2014-2020

2014



Marketing highlights – 2014-2020

2018-2020

- placing several CoLibri covering station on prestigious location
- co-operation with online store merlin.pl – biggest stand on WTK
- boosting CoLibri brand image
- opening new opportunities for reaching big market players
- covering books exclusively for merlin.pl customers
- informing customers about CoLibri service availability in Warsaw

Marketing highlights – 2014-2020

Warsaw Book Fair 2018



OGSM ANALYSIS FOR COLIBRÌ POLAND 2018-2020

GOALS:

reach one million covers sold at the end of 2021

STRATEGIES

- a) acquire **at least one bookstore chain** as a customer – machine renting program
- b) acquire **at least one big textbook publisher** as a customer
- c) acquire **at least one stationery/office shop chain** as a customer
- d) continue to saturate 'province' with CoLibrì service – independent bookstores and stationery shops
- e) introduce CoLibrì directly to **schools in big cities**
- f) **use external lead generation company** to acquire additional new customers
- g) **attending B2B fairs extensively** throughout the whole year, every year
- h) **being persistent in approaching potential customers** who're still on the fence regarding CoLibrì

MEASUREMENTS

yearly growth – **at least 45 new CoLibrì machines on the market and increase of 170.000 covers sold**

THANK YOU

