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## Consumers say 'yes' to freeing their time - Żabka sums up the first month of the new campaign

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Thanks to the use of various communication channels, Żabka with its message about simplifying everyday life and the benefits of this, reaches millions of consumers. Only in the first month of its launch, the strong 360 "Free up free time" campaign has allowed it to reach different consumer groups - digital users, TV viewers, radio listeners, or cinema viewers. Undoubtedly, it won the hearts of the audience - as many as 90% of the respondents rate it positively, drawing attention to its modern, attractive and emotional character.

"Free up free time" is the new positioning of the Żabka brand and the slogan of the campaign launched on October 12 this year, which expresses in a tangible, emotional way the benefit that customers have from Żabka. Żabka frees up the time of its customers by removing from their heads the daily inconveniences and challenges that are time-consuming, energy-taking, emotionally engaging, and do not allow them to make a moment for themselves.

*– After several years of changes at the level of the store, offer, customer service, and introducing countless innovations to facilitate shopping, Żabka has become more than a store. We started not only selling products but simplifying everyday life. Looking at this "simplification" in the context of our competitive advantages, we understood that the key benefit we give our customers is time - time, which we always do have not enough. Exploring this problem during research, we have seen how much emotional potential this approach has and how far it is from positioning "Small Big Store". So we decided to make a change. We replaced the story of the store on every corner with the story of how Żabka "lets you do what you like", as it removes from your head the daily inconvenience, freeing up your time – says Maciej Szaroleta, Director of Brand Strategy in Żabka Polska.*

*– The new positioning of the Żabka brand is based on strong insight. It puts customers and their needs in the spotlight. The image part of the campaign is a kind of call and manifesto encouraging to appreciate free time - a reminder of the importance of time spent with family, loved ones, with friends, but also time for yourself. From the communication side, it is a revolution for us, because as Żabka we depart from the store itself to focus on showing the lives of customers, their needs, and things they are fascinated with and which are important to them. Żabka ceases to be just a store, and through modern products, services, private labels, and new formats it becomes a place that simplifies everyday life and frees up time – adds Jarosław Serednicki, Marketing Director at Żabka Polska.*

### "Free up free time" Communication Platform

The new communication platform created advertisements in traditional media: television, radio, press and internet, indoor and outdoor advertising, and digital channels. Advertising creations have a modern, bold and emotional character. Each one shows exactly what is the role of the Żabka products and services in freeing time by simplifying various aspects of everyday life ("Do what you like and we will help you with what you need").



The campaign consists of an image spot prepared in two versions (TV and digital), a manifesto in which Żabka encourages people to appreciate their free time, and product spots (four on TV and three on digital channels), whose plot refers to life situations in which the characters thanks to Żabka can do what they like. There are also 450 advertisements on the internet. Żabka also decided on a very effective form of communication in the form of advertising on one of the tallest buildings in Warsaw, the Warsaw Spire.

On social media, websites, and in the Żappka app, the company adapted its communication to the younger client, allowing for a bolder interpretation of the image spot and the product campaign: "Don't worry, don't think about everyday challenges, don't burden your head with them because #masztowzabce [*you got it in Żabka*]". Every online advertisement is a continuation and interpretation of the story told in television spots.

As part of the platform, the content in the Żappka mobile app, which is actively used by 6 million users, has also been adjusted to the new positioning.

The creative concept was created by the Ogilvy agency. The Sugar Agency is responsible for activities in the digital and social media channels. The media was purchased by the SparkFoundry media house, and BTL content was prepared by Just.

### **A consistent brand voice from Żabka Group**

Not only does Żabka give customers the freedom to enjoy life to the full, thanks to the convenience and immediate availability of matched products and convenient services. Other Żabka Group brands also free people's time by simplifying everyday life. Therefore, also in ads for the autonomous Żabka Nano stores or Żabka Jush! express shopping delivery services there appear threads coinciding with the main positioning of the brand.

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**Żabka Group** was established in early 2021 and comprises: Żabka Polska - the largest business unit, bringing together the commercial area, Żabka Future - responsible for new investments, business development, and technological tools, and Strategic Leadership - three teams responsible for setting the directions of development of the entire Group through building consumer, personal and financial strategies. The Żabka Group also includes Maczfit, the leader of the dietetic catering market in Poland, and Dietly.pl, the leading e-commerce platform in this segment. The Group's goal is to create and combine convenient and responsible solutions in the area of convenience, which make everyday life easier for customers. The Group develops its activities in the area of social and environmental responsibility in a strategic way, integrating environmental, social, and corporate governance (ESG) factors with a business strategy. As part of its responsibility strategy, Żabka Group has made commitments to, among other things, good nutrition, services facilitating sustainable life, the development of entrepreneurship, diversity and inclusive organizational culture, corporate governance and decarbonization, and circular economy.

Link to the 2021 Responsibility Report: [Responsibility Report of the Żabka Group 2021](#)

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