

# From Algorithm to Emotion: Interdisciplinary Visions of Marketing

Workshop assignments of Students specializing in Marketing  
and Market Communication Program at Krakow University  
of Economics



Edited by  
Janusz Nesterak  
Anna Kołodko

# **From Algorithm to Emotion: Interdisciplinary Visions of Marketing**

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and Market Communication Program at Krakow University  
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## FOREWORD FROM THE EDITORS

It is with great satisfaction that we present to our Readers the monograph entitled *“From Algorithm to Emotion: Interdisciplinary Visions of Marketing”*, which is the result of the work of students from the Marketing and Market Communication program. As part of a didactic project in the Corporate Finance course, they undertook the challenge of defining contemporary marketing through the medium of a poster. Their works are not only illustrations of the knowledge they have acquired, but above all, a testament to their creativity, deep engagement, and critical thinking skills.

In today's world, where technology reshapes the rules of the game for economies and citizens alike, regardless of age, and where societal expectations towards brands are growing – these young market researchers demonstrate their ability to perceive the complexity of these processes and interpret them creatively. Their posters embody an interdisciplinary approach, as they combine elements of economics, psychology, culture, technology, ethics, finance, and management to create a coherent and multidimensional narrative about the marketing of our time – marketing whose rules seem to apply globally.

We are delighted that this publication will be available as an open-access e-book, which will enable broad dissemination of the students' work and allow their voices to be included in a wider academic debate and, more importantly, in the practical layer of everyday life. We believe that the marketing visions presented here will serve as inspiration not only for other students but also for marketing practitioners – those just beginning their professional journey as well as those seeking insights and summaries of today's most pressing topics – and for all those interested in the future of market communication.

## INTRODUCTION

Marketing in the 21st century is a space of dynamic transformation, social and cultural, but above all, technological. In the era of artificial intelligence, countless digital ecosystems, and rising consumer awareness, traditional approaches are giving way to new forms of communication, relationships, and responsibility – taking place both in the real and virtual worlds.

This monograph presents 33 posters created by students of the *Marketing and Market Communication* program, who, as part of their curriculum, completed a course in Corporate Finance, a subject that combines insights into the financial mechanisms of running a business with models of enterprise management through finance. It is precisely this interdisciplinary perspective, linking marketing, finance, and management – that is reflected in many of the presented works.

Each poster tells its own story, about a brand, technology, emotions, ethics, innovation, finance, or the social context. A closer look reveals that the students have analysed phenomena shaping today's market with remarkable perceptiveness. Their work often raises questions or touches on aspects that go beyond academic boundaries.

It is evident that this young generation not only understands the mechanisms of marketing, both traditional and modern, but is also capable of evaluating them critically, combining them creatively, and transforming them into new forms.

The poster project, in which students were encouraged to independently explore selected market, technological, or social phenomena and present them in a visual, communicative, and concise form, turned out to be a great success. The chosen medium of the poster as a form of expression allowed for the development of analytical, narrative, and design competencies, as well as practicing skills in presentation and argumentation.

The works collected in this monograph have been divided into three main thematic areas: from the FinTech revolution and digital payments, through the use of artificial intelligence and storytelling, to marketing in creative industries and the ethical challenges of advertising. This classification not only organizes the students' contributions thematically, but also provides a framework for analysis, reflection, and discussion about the future of marketing as an interdisciplinary field of both knowledge and practice.

The **first section**, which gathers posters ***focused on marketing in the digital era***, explores the influence of artificial intelligence, data analytics, and digital technologies on how brands reach us as consumers. As the digital marketing sector evolves at an exponential pace, fundamentally transforming brand-consumer communication, it becomes clear that AI, big data, and automation are now central elements of marketing strategies. Personalization, predictive analytics, and new payment models are just a few of the areas investigated by the students and presented in their posters. These single-page visuals show how technology not only supports marketing efforts but becomes their creative engine – this is modern, data-driven marketing with a human orientation.

The **second section, *dedicated to marketing strategies and brand building***, invites us to explore the role of narrative, emotion, and the creative process in shaping brand identity and fostering engagement, both on the side of creators and audiences. Building a strong brand today is the art of telling authentic stories and creating emotional bonds with the audience, bonds that are understood by the brand creator who is often part of these stories as an active consumer. In their poster messages, students analyze not only branding and sponsorship, but also customer loyalty and emotional engagement, which form the foundation of effective communication. Inspired by campaigns from Red Bull, OSHEE, and Disney, the young authors show how brands become a part of the consumer's lifestyle. In this section, marketing is a space for creativity, storytelling, and the value that emerges through narrative. What matters is not only what the brand says, but also how it says it, and with whom it engages in dialogue.

Concluding the story told through the posters, we move on to the **third section, *framed around marketing's relationship with society and the economy***. This part of the narrative raises questions of ethics and responsibility, as well as economic transformations – processes in which the relationship between brand and consumer is being redefined. Marketing increasingly engages with issues such as ethics, sustainability, and corporate social responsibility. In this section, students ask important questions about the boundaries of brand influence on consumers and society, as their presentations address cases of brand transformation and financial strategies in the broader economic context.

Through image and text, the young authors present marketing not merely as advertising. What emerges from their work is a clear insight: marketing is a tool of influence – one that demands reflection and responsibility. It is a space where profit, expressed in monetary terms, must harmonize with social value.

Publishing this monograph as an **open-access e-book** is a conscious choice, both educational and social. In doing so, the students' work gains a broader context and a real opportunity to reach audiences beyond the university walls. This, arguably, is the most important aspect: it is not just a presentation of learning outcomes but an **invitation to dialogue**, with business practitioners, researchers, fellow students, and all users of the marketing solutions presented here, who are interested in the future of marketing.

The poster format, as a concise visual form of communication, is highly dynamic and perfectly reflects the spirit of the times – an era in which communication must be fast, engaging, and rich in content. As a medium, the poster also enables students to develop a wide range of competencies: analytical, design, narrative, and technological. It represents a fusion of learning and practice, of theory and creativity.

Making these works available in an **open-source format** is also a gesture of trust in young creators and recognition of their voice as a valuable contribution to the debate on the future of marketing. We believe that these posters will serve not only as a source of inspiration but also as a starting point for further research, projects, and conversations, both in the real world and the virtual one.

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*Krakow-Świdnica, August 2025*

**PART I**

**DIGITAL & AI-DRIVEN  
MARKETING**

## AI in Marketing: Revolution in Customer Engagement and Content Creation

As AI evolves, it provides marketers with powerful opportunities to transform customer engagement, streamline processes, optimize campaign, and drive business growth. It empowers brands to create more personalized, efficient, and impactful experiences that resonate with their target audiences.

### Personalized Customer Engagement

Marketers have shifted from broad targeting to focusing on individual behaviors, leveraging AI-driven personalization to tailor efforts using real-time machine learning. By analyzing browsing histories, purchases, and social media, AI delivers increasingly accurate predictions, offering a more dynamic and precise approach customized for individual consumers.

Key AI tools include:

- **AI Chatbots:** AI chatbots engage customers in conversations that feel authentic and personalized, significantly improving their experience and engagement. These chatbots offer tailored recommendations and responses by leveraging individual customer profiles.
- **Predictive Analytics:** AI anticipates customer behavior and customizes offers to increase engagement, boosting conversion rates.

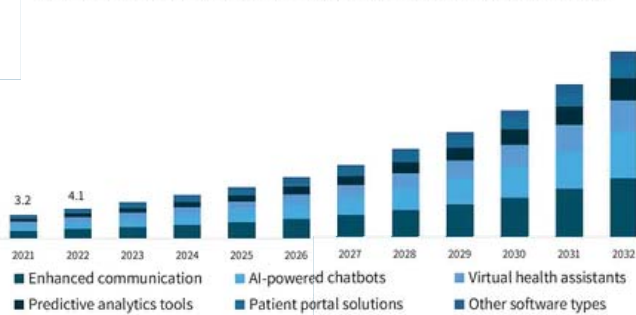
### Benefits of Implementing AI in Marketing

- AI can **automate repetitive and time-consuming tasks** such as data analysis, customer segmentation, email marketing
- AI significantly **reduces operational costs** by automating labor-intensive marketing processes while enhancing efficiency and outcomes.
- AI provides **real-time support**, answering questions and resolving issues **24/7**.

### Content Creation

According to Statista, in 2023 73% of U.S. marketers claimed that AI has been used in their organizations. They use a subset of AI called Generative Artificial Intelligence as a tool in making content creation as it is the second most popular use of AI in marketing. Generative AI can create human-like text, graphics, audios and videos. It also is able to generate unique content and it creates new opportunities for campaigns. Nowadays the biggest companies has used AI to create their campaigns: Coca-Cola, Heinz, BMW, Nike and they have been successful.

AI In Patient Engagement Solutions Market, By Software Type, 2021 - 2032 (USD Billion)



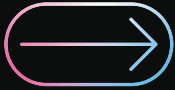
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<https://www.gminsights.com/>

### Threats of Implementing AI in Marketing

- AI systems are not immune to hacking and other cyber threats, which could lead to **data breaches** or misuse of customer information.
- Automation of marketing tasks could lead to **job displacement**, creating concerns among employees and potential backlash.
- AI may fail to grasp nuanced or context-specific situations, leading to **inappropriate or irrelevant actions**.

# AI IN PERSONALIZING CONTENT ON TikTok



Artificial intelligence plays a central role in TikTok's ability to deliver highly personalized content to its users.

Here are some key ways AI drives content personalization on the platform:

## Advanced Algorithms

TikTok uses AI-powered machine learning to analyze user interactions, such as likes, shares, and watch time, to create a highly personalized For You Page (FYP) that adapts to individual preferences in real-time

## Content Categorization

Through computer vision, natural language processing (NLP), and metadata, TikTok's AI identifies key features in videos, such as visuals, audio, and hashtags, to categorize content and match it with the right audience.

## Engagement Metrics

Metrics like video completion rates, re-watches, and feedback (e.g., "Not Interested") influence the algorithm, helping TikTok prioritize high-quality, engaging content that resonates with viewers.

## Localized and Trending Content

TikTok's algorithm considers location, language, and trending topics to provide culturally relevant and timely content, helping creators and brands connect with target audiences effectively.

## Dynamic Recommendation System

AI combines content-based and collaborative filtering to suggest videos based on a user's activity and the behavior of similar users, ensuring a mix of familiar and surprising content for maximum engagement.

## Adaptability and Discovery

AI continuously evolves with user behavior, introducing diverse and unexpected content to keep feeds fresh, ensuring users discover new trends while maintaining a personalized experience.



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# ALGORITHMS IN AI AND CONSUMER TRENDS PREDICTION FOR SPOTIFY

## Personalized Content Curation

Spotify leverages AI to analyze user preferences, viewing or listening history, and behavioral patterns. Advanced recommendation systems suggest content tailored to individual tastes, increasing user satisfaction and engagement.

## Key Features of Spotify's AI Systems



### Discover Weekly

It is a playlist generated every Monday that provides users with a selection of songs based on their listening habits. It uses collaborative filtering and natural language processing to analyze over 2 billion user-created playlists. Tracks are recommended based on their relationships with other songs in user playlists, ensuring diversity and personalization.



### Release Radar

A playlist updated weekly with new releases from artists that users follow or listen to frequently. It combines user interaction data and artist release schedules.



### Spotify Wrapped

Spotify Wrapped uses AI to analyze every song, artist, and playlist user have interacted with over the past year. It identifies patterns, preferences, and even unique quirks in user's listening habits.



## Core AI Techniques

- Collaborative Filtering: Matches user preferences with those of others who share similar listening habits.
- Content-Based Filtering: Uses metadata, lyrics, and acoustic attributes to recommend similar songs.
- Deep Learning Models: AI analyzes song features like tempo, mood, and key to recommend songs users may not have encountered.

## Benefits of AI for Spotify

### Increased User Engagement

- Personalized recommendations encourage longer streaming sessions and deeper exploration of the platforms' catalogs.

### Customer Retention

- By consistently delivering relevant content, AI reduces churn rates.

### Data-Driven Innovation

- Spotify analyzes user behavior to develop new features, improve algorithms, and predict future trends in entertainment.

### Enhanced Discovery

- Spotify enables users to discover new music outside their usual genres

<https://newsroom.spotify.com/2023-02-22/spotify-debuts-a-new-ai-dj-right-in-your-pocket/>  
<https://community.spotify.com/t5/Content-Questions/Enhanced-Music-Recommendations-and-Personal-Interaction-with/td-p/6614174>  
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<https://marketinginstitute.com/blog/spotify-artificial-intelligence>

## ARTIFICIAL INTELLIGENCE IN FOOD INDUSTRY

### Product created with artificial intelligence

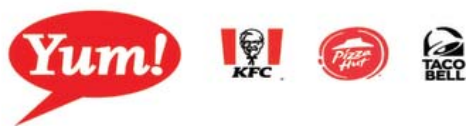


Coca-Cola® Y3000 Zero Sugar was co-created with human and artificial intelligence by understanding how fans envision the future through emotions, aspirations, colors, flavors and more. Fans' perspectives from around the world, combined with insights gathered from artificial intelligence, helped inspire Coca-Cola to create the unique taste of Y3000.

### AI based ordering

Yum Brands gets a great deal of help in making their weekly food orders from an AI based program in its KFC and Taco Bell restaurants.

Specifically, the restaurants have added what Yum Brands calls "Recommended Ordering", a machine learning program that predicts and recommends the quantity of product managers order every week.



### Mondelez International



Mondelez International is increasingly using AI in its research and development lab.

Mondelez uses AI to create new flavors and optimize recipes. Artificial intelligence also helps speed up the research and development process, reducing the number of trials and tastings needed to create new snacks.

### Marketing

In the Netherlands, the Milka brand is running a campaign with an AI generator as its tool. It allows users to turn prompts into songs performed by brand ambassador, rapper Snelle.



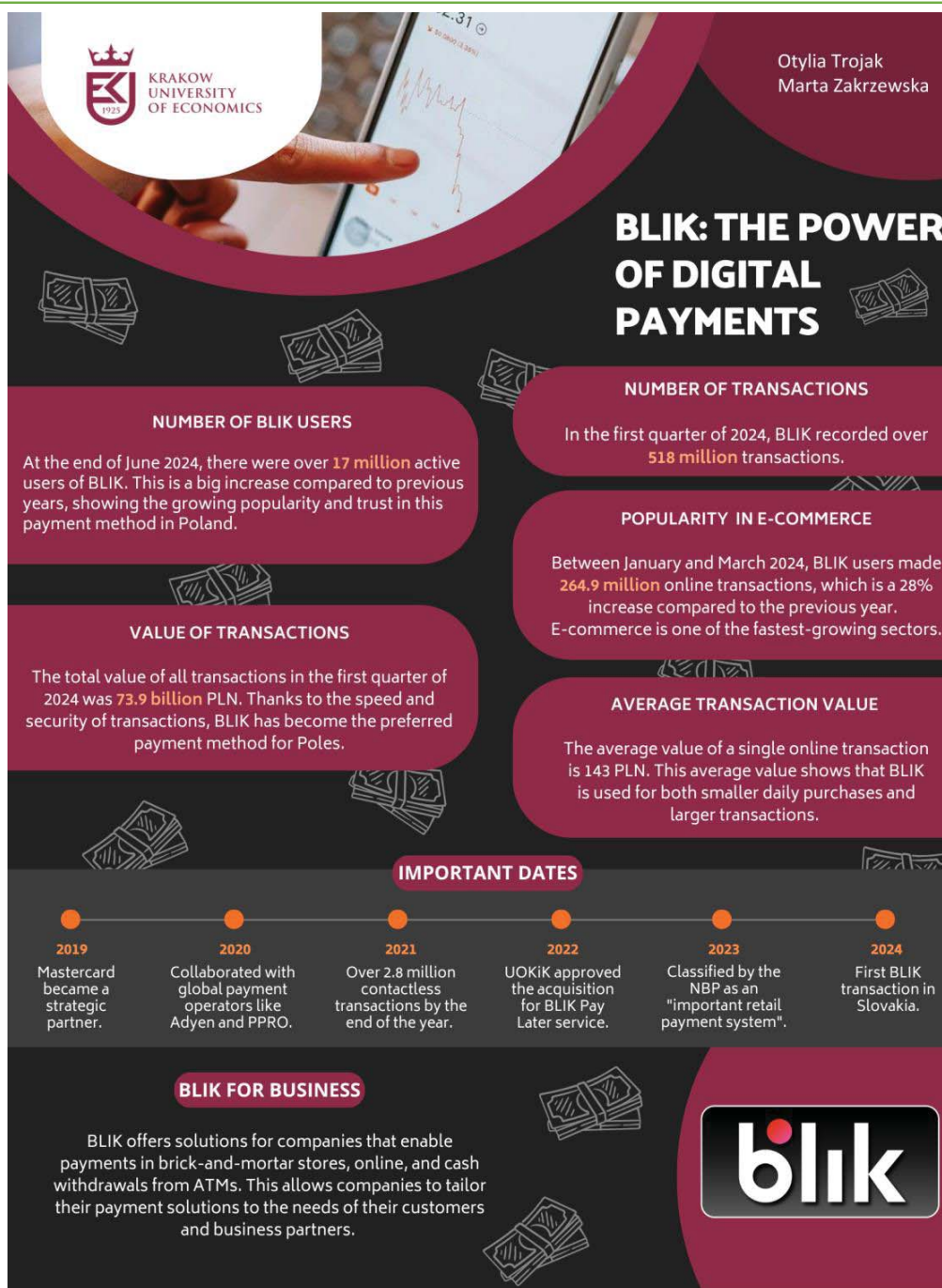
<https://www.msn.com/pl-pl/technologie/sztuczna-inteligencja/oreo-i-milka-o-smaku-sztucznej-inteligencji-mondelez-tworzy-przekąski-ze-wsparciem-ai/ar-AA1wCQld?ocid=BingNewsSerp>

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## BLIK: THE POWER OF DIGITAL PAYMENTS



**KRAKOW UNIVERSITY OF ECONOMICS**

Otylia Trojak  
Marta Zakrzewska

### BLIK: THE POWER OF DIGITAL PAYMENTS

**NUMBER OF BLIK USERS**

At the end of June 2024, there were over **17 million** active users of BLIK. This is a big increase compared to previous years, showing the growing popularity and trust in this payment method in Poland.

**NUMBER OF TRANSACTIONS**

In the first quarter of 2024, BLIK recorded over **518 million** transactions.

**POPULARITY IN E-COMMERCE**

Between January and March 2024, BLIK users made **264.9 million** online transactions, which is a 28% increase compared to the previous year. E-commerce is one of the fastest-growing sectors.

**VALUE OF TRANSACTIONS**

The total value of all transactions in the first quarter of 2024 was **73.9 billion** PLN. Thanks to the speed and security of transactions, BLIK has become the preferred payment method for Poles.

**AVERAGE TRANSACTION VALUE**


The average value of a single online transaction is 143 PLN. This average value shows that BLIK is used for both smaller daily purchases and larger transactions.

**IMPORTANT DATES**

Year	Event
2019	Mastercard became a strategic partner.
2020	Collaborated with global payment operators like Adyen and PPRO.
2021	Over 2.8 million contactless transactions by the end of the year.
2022	UOKiK approved the acquisition for BLIK Pay Later service.
2023	Classified by the NBP as an "important retail payment system".
2024	First BLIK transaction in Slovakia.

**BLIK FOR BUSINESS**

BLIK offers solutions for companies that enable payments in brick-and-mortar stores, online, and cash withdrawals from ATMs. This allows companies to tailor their payment solutions to the needs of their customers and business partners.



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## CRYPTOCURRENCIES VS. TRADITIONAL FINANCIAL SYSTEMS

### WHAT IS A CRYPTOCURRENCY?

The rise of cryptocurrencies, such as Bitcoin and Ethereum, has disrupted traditional financial systems. But what exactly makes them so different? In essence, cryptocurrencies are digital or virtual currencies that rely on blockchain technology to operate. Unlike traditional currencies, which are controlled by central banks and governments, cryptocurrencies operate on a decentralized network, meaning no single entity controls them

### PEER-TO-PEER TRANSACTIONS

#### FIAT CURRENCY



#### CRYPTO



### LOW TRANSACTION FEES

With P2P transactions, cryptocurrencies eliminate most of the fees typically associated with traditional financial systems such as bank transfer charges, exchange fees, and account maintenance fees

### SPEED AND EFFICIENCY

Cryptocurrency transactions can be processed within minutes, even for international transfers. This is especially beneficial for businesses and individuals who need to send or receive funds quickly without the delays of traditional banking systems

### FINANCIAL INCLUSION

Cryptocurrencies can reach the unbanked population who have limited access to traditional banking services. By offering a decentralized alternative, they empower people in remote or underbanked regions to participate in the global economy

#### OUT GOING INTERNATIONAL WIRE VS BITCOIN TRANSFER FEES



### WHICH IS BETTER: THE CENTRAL BANK OR DIGITAL ASSETS?

Determining whether Bitcoin or traditional banking is better depends on individual needs and preferences. Traditional banking offers stability, regulatory protection, and widespread acceptance, making it suitable for those who prioritize security and familiarity. On the other hand, Bitcoin provides greater financial inclusivity, lower fees, and faster transactions

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[https://www.wisdomtree.eu/-/media/eu-media-files/other-documents/research/market-insights/market-insight-bitcoin-vs-traditional-payment.pdf?sc\\_lang=en-gb](https://www.wisdomtree.eu/-/media/eu-media-files/other-documents/research/market-insights/market-insight-bitcoin-vs-traditional-payment.pdf?sc_lang=en-gb)  
<https://www.fintechweekly.com/magazine/articles/understanding-the-impact-of-cryptocurrency-on-traditional-banking-practices>

# DEEPPFAKE & AI IN ADVERTISING - ETHICS AND PRACTICAL APPLICATIONS

## What is Deepfake & AI in Advertising?


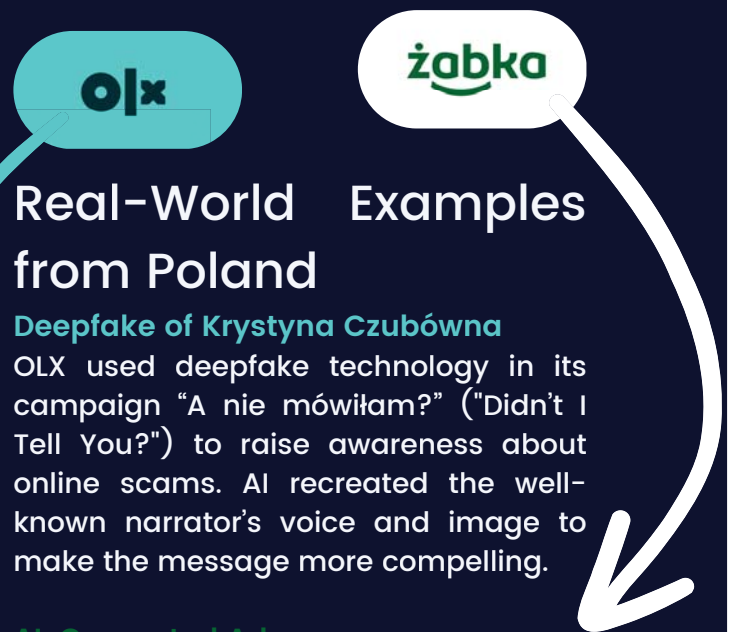
Deepfake technology, powered by AI, enables realistic manipulation of images, videos, and voices. In marketing, it is used to create engaging content, personalize ads, and reduce production costs.

### Benefits of AI in Advertising

- ✓ Lower Production Costs – No need for expensive filming or hiring actors.
- ✓ Personalization – AI tailors messages to specific audiences.
- ✓ Increased Engagement – AI-generated content featuring well-known personalities attracts attention.
- ✓ Real-Time Content Creation – AI can generate ads dynamically, adjusting to user preferences.

### Ethical Challenges

- ⚠ Consumer Manipulation – Audiences may not realize the content is AI-generated.
- ⚠ Consent Issues – Was permission granted for using someone's likeness?
- ⚠ Trust & Transparency – Overuse of AI may erode consumer trust.
- ⚠ Risk of Misinformation – Deepfake technology is often linked to fake news and fraud.

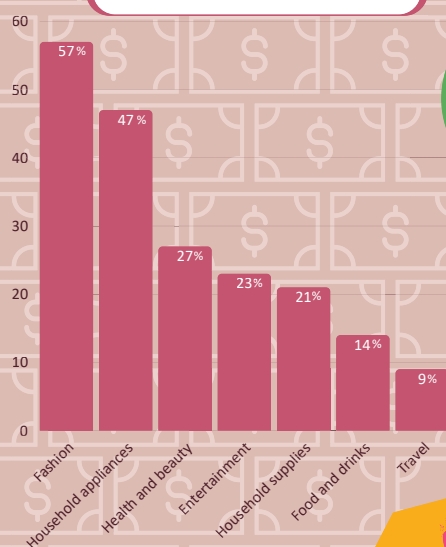


**AI IS REVOLUTIONIZING  
ADVERTISING, BUT ETHICAL  
RESPONSIBILITY IS KEY!**

## DEFERRED PAYMENT - BENEFITS, RISKS AND IMPACT ON CREDIT RATING

Deferred payment is a service that allows customers to purchase a product without paying for it right after recording a transaction. The customer is supposed to effect the payment after 30- 45 days or may decide to divide into installments. Buy Now, Pay Later (BNPL) gives the flexibility to decide when to pay for their order. The most popular fintechs in this branch are Klarna, Twisto, PayPo. Currently even some online shops and banks strive to meet customer's expectations and decide to launch this service, for instance Allegro Pay and Alior Pay. According to CRIF and FRRF loan sector extended loans worth approximately 363,5 mln PLN (October 2023).

### What do polish people buy through BNPL (2022)?



### The most essential benefits of deferred payment:

- **Increased sales** - businesses may increase their revenue due to selling more products through BNPL.
- **Additional fees are often not charged** if the payment is made on time.
- **Provides Customers with Flexibility** - customers don't need to possess the amount of money required to buy certain products.
- **Cash Flow optimization** - BNPL helps businesses manage their cash flow effectively by enabling payments to be spread over time. This approach allows companies to make substantial purchases without overburdening their budgets.



### Possible risks of deferred payment:

- **Indebtedness** - the costs of deferred payments can add up quickly, and high interest rates can lead to growing debt.
- **Addiction** - the convenience of service may lead to excessive BNPL usage.
- **Attracting low-quality borrowers** - people choose to buy products primarily due to the availability of the BNPL service, rather than out of trust in the company.
- **Commission** - sellers usually are obliged to pay for introducing this service which becomes an extra cost.

### Impact on credit rating

Limited credit rating is one of the most serious and dangerous consequences of using BNPL. Every single transaction is a form of a credit and it is recorded in credit reporting service. In case of granting a credit, banks check and analyse your credit report. If there are many deferred payments, the credit may not be granted because of the risk of not being able to pay the installments. Customers should pay attention to controlling their budget and use this service only when they are sure they can afford it.



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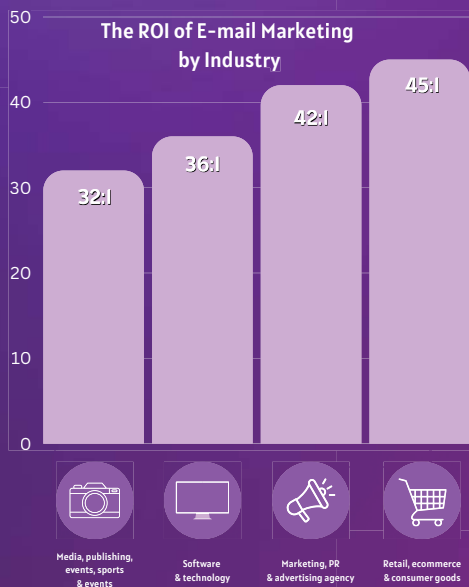


# E-mail Marketing

## A Worthwhile Investment or Just Digital Clutter?

### Definition

**E-mail Marketing** is a strategy where businesses send newsletters, promotions and announcements via email to reach customers and potential clients. It's a key tool for directly engaging with a target audience.



### Why it matters?

- **Broad Reach:** Email marketing connects with over 4 billion users worldwide as most of them check their email multiple times a day.
- **High ROI:** With a 4500% ROI (DMA), it's one of the most rewarding marketing strategies.
- **Personalization:** Tailored content based on behavior and demographics boosts engagement and drives 6x higher transaction rates (Experian).
- **Measurable Results:** Easily-tracked open rates, click-throughs and conversions to optimize campaigns.
- **Cost-Effective:** Affordable for all businesses, offering a high impact for minimal investment.

### Common Email Marketing Mistakes

- **Emails to Unsubscribed Users** - violates laws, annoys customers and ruins reputation.
- **Hard-to-Unsubscribe Links** - must be easy to find and use.
- **Over-Sending Emails** - repetition leads to unsubscribes.
- **Untested Templates** - errors harm credibility and land in spam.
- **Ignoring Audience** - insensitive or irrelevant emails damage brand and ROI.

### Getting started

1. **Define Your Audience:** Identify key demographics.
2. **Set Goals:** Determine campaign objectives.
3. **Choose a Platform:** Select tools for list management and analytics.
4. **Build an Email List:** Grow an opt-in list organically.
5. **Segment Your List:** Customize emails for specific groups.
6. **Create Your Email:** Develop engaging, action-driven content.
7. **Test and Measure:** Optimize and analyze results for improvement.



### Conclusion

E-mail marketing is a cost-effective and powerful tool for reaching audiences, driving engagement, and achieving high ROI. By avoiding common mistakes and following a strategic approach, businesses can optimize campaigns, connect with customers and drive measurable results.

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# How is robotization changing financial services?

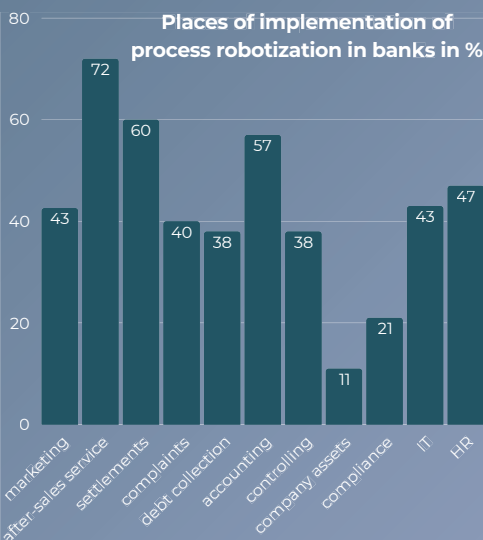


## What is the robotization of banking?

Is simply the automation of tasks and the implementation of robots into the banking environment. This can range from customer service to data verification, document circulation or risk management

## The benefits of automation in banking

- minimisation of manual work
- increasing the speed and accuracy of processes
- employees can focus on more complex tasks
- better use of human resources



## Technologies used by banks



AI

Can analyse large volumes of data, identifying patterns and trends that are impossible for humans to detect, making it invaluable for predictive risk analysis, personalising offers to customers or detecting financial fraud

ML

Thanks to its ability to learn from data, improves decision-making processes over time, resulting in increasingly efficient and effective bank operations

RPA

Allows the simulation of human activities in a digital environment, automating routine and repetitive tasks. With RPA, banks can process transactions, manage customer data or fulfil queries quickly and efficiently, significantly reducing operational time and costs



## Challenges and Obstacles

Integrating new automation technologies with complex, long-developed banking systems can be challenging due to compatibility issues. Gradual implementation, starting with simpler processes, and choosing flexible automation solutions can ease integration.

Automation involves processing large amounts of data, making robust security systems crucial. Compliance with data protection regulations and employee awareness of security best practices are key.

## Robotization in PKO Bank Polski



PKO Bank Polski has automated 320 business processes, with "digital employees" completing over 300 million tasks. In the past year, robots performed 100 million activities. Automating repetitive processes allows the bank to handle more customer transactions and improve operational efficiency. The bank also implemented intelligent data reading tools for 7 million documents, accelerating automation across various processes.

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<https://devinili.com/pl/blog/transformatcja-cyfrowa/hiperautomatyzacja-w-bankowosci/>

# IN-GAME ADVERTISING

GG WP

## REACHING PLAYERS WITHOUT BREAKING THE IMMERSION

AFK

*In-game advertising refers to the integration of branded messages, logos, or promotions directly into video games. Unlike traditional advertisements, these ads are seamlessly woven into the game environment to enhance realism while promoting a product or service.*

## ENHANCED ENGAGEMENT TARGETED AUDIENCE

»»»»

Players spend significant time in immersive game worlds, making in-game ads a highly effective way to capture attention.

Gaming attracts a wide range of age groups, but particularly the lucrative 18-34 segment. Also, ads can be tailored based on the player's preferences or location.

««««

## HIGHER AUTHENTICITY MAINTAINING IMMERSION

»»»»

Billboards in a racing game or branded sports gear in a football simulation, can blend seamlessly into the gameplay, providing a realistic experience.

Poorly implemented ads (e.g., overly intrusive pop-ups) can disrupt the gaming experience, causing frustration.

««««

## RELEVANCE MEASURING ROI

»»»»

Ads must align with the game's context and target audience. For example, a luxury car ad fits well in a racing game, but not in a medieval fantasy RPG.

Tracking the effectiveness of in-game ads is more complex than traditional digital ads.

««««

player one



References: <https://www.gamespot.com>, <https://pl.ign.com>, <https://www.eurogamer.net>

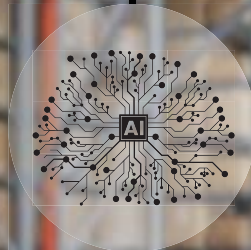
## Innovations That Define the Future of LPP



Since 2020 LPP is using special AI algorithms in their e-commerce warehouses to shorten order fulfillment time.



RFID - in stores allows for faster delivery, accurate inventory management and faster service at the checkout.



Thanks to strategic partnership with Google Cloud, LPP gained access to analytical tools and can better respond to customer needs.



LPP had their own software house "Silky Coders", IT team working to improve the warehouses management systems or e-commerce platform.

During the COVID in 2020, LPP transformed into an omnichannel organisation to increase operational efficiency.



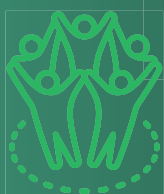
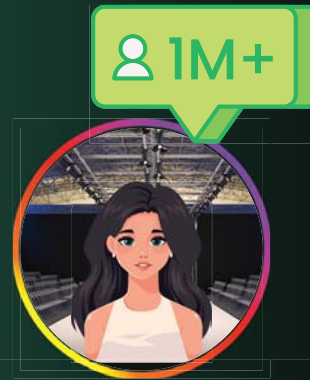
# LPP

## Driving Fashion Forward with Passion!

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[en.wikipedia.org/wiki/LPP\\_%28company%29](https://en.wikipedia.org/wiki/LPP_%28company%29)

# Microinfluencers - The Future Of Social Media Marketing

Micro-influencers, defined as creators with 1,000 to 100,000 followers, are gaining prominence in social media marketing due to their authenticity, high audience engagement, and ability to reach niche groups. Their affordability and close connection with followers make them the future of modern marketing strategies, bridging brands and customers in a more personal and effective way.



## USER ENGAGEMENT

Micro-influencers (1K–100K followers) excel at creating authentic, niche content that resonates deeply with their audience. Their smaller but loyal following results in higher engagement rates, fostering trust and meaningful interactions. Perfect for brands seeking targeted, personal connections with specific communities.



## USER ENGAGEMENT

Macro-influencers (100K+ followers) offer expansive reach and strong brand visibility. They command diverse, large-scale audiences, making them ideal for campaigns aiming to maximize exposure. While engagement rates may be lower, their influence spans across demographics and industries.



## AUTHENTICITY

Micro-influencers are seen as more authentic and relatable. They build strong, genuine connections with their niche audience, making their recommendations feel trustworthy and personal.



## AUTHENTICITY

Influencers with large followings often appear less personal and more commercial. Their content can sometimes feel less genuine due to broader audience targeting and high-profile sponsorships.



## POTENTIAL REACH

Micro-influencers focus on specific niches, providing highly targeted reach. Their content resonates with a concentrated audience, making them ideal for brands aiming to connect deeply within a particular community or interest group.



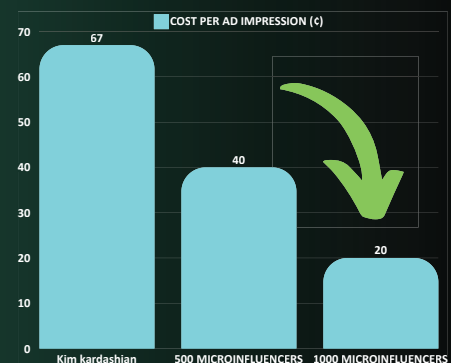
## POTENTIAL REACH

Macro-influencers have a wide-ranging audience that spans multiple demographics and regions. Their large follower base ensures extensive exposure, making them the go-to choice for brands seeking maximum visibility and widespread impact.

## SUMMARY

Micro-influencers are a cost-effective choice for brands, offering stronger engagement rates, targeted reach, and authentic connections with followers. Their smaller, niche audiences trust their recommendations, leading to higher interaction and conversion rates.

While macro-influencers provide broader visibility, micro-influencers excel at delivering impactful results at a lower cost. Campaigns leveraging multiple micro-influencers often achieve better ROI through precise targeting, lower cost-per-impresion, and meaningful audience engagement, making them ideal for brands focused on impact over scale.



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digitalnative.tech - "The Evolution of the Creator"

## Purpose

Midjourney is widely used for creating marketing graphics like banners, posters, and promotional materials for social media. It enables companies to quickly generate appealing visuals for products or campaigns, making it easy to test different concepts and styles cost-effectively. It's also valuable for social media content, helping produce unique illustrations and eye-catching images that boost audience engagement.

## Pros

- **Speed:** Generate high-quality graphics in minutes, saving time over traditional design methods.
- **Editing:** Refine details and explore alternatives with features like upscaling.
- **Unlimited Creativity:** Experiment with styles and effects, even without advanced artistic skills.
- **Cost-Effective:** Affordable subscription for businesses and startups seeking professional results without a big investment.

## Cons

- **Limited Precision:** Achieving desired results depends on prompt accuracy; complex ideas may require multiple attempts.
- **Lack of Intuition:** AI can't replace human creativity and precision for highly accurate projects.
- **Copyright Concerns:** AI-generated images may not be fully copyright-protected, risking potential infringement on existing works.

# MIDJOURNEY

## AI IMAGE GENERATOR

## Usage

Midjourney uses AI to turn text prompts into images. Users describe key details like style, theme, and composition, and the AI processes this input to create visuals. Through a diffusion process, it refines a noisy image into a detailed design. Midjourney is ideal for producing high-quality, realistic, or stylized graphics efficiently.

## Midjourney and its role in content marketing

Midjourney is transforming marketing by enabling the creation of customized, brand-aligned visuals quickly and affordably. It saves time and resources, eliminating the need for expensive designers or stock images. The tool enhances engagement by producing eye-catching content that resonates with target audiences across platforms like social media, blogs, and emails. Additionally, Midjourney's adaptability allows marketing teams to stay relevant by creating timely visuals in response to trends or events. This makes it a valuable asset for improving brand identity, engagement, and digital marketing performance.

## Conclusion

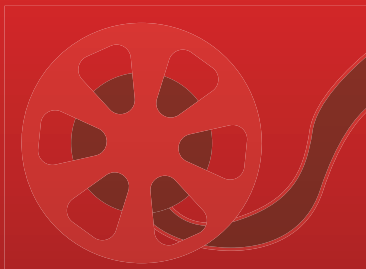
Midjourney is rapidly becoming an essential tool in content marketing. Its capability to generate high-quality, tailored images quickly and affordably is revolutionizing the way businesses create and share their content. By incorporating Midjourney into their marketing strategies, companies can greatly enhance the quality and impact of their campaigns, helping them stand out in an increasingly crowded marketplace.

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- <https://semcore.pl/midjourney-co-to-jest-i-jak-z-niego-korzystac/>

# NETFLIX


## HOW SUBSCRIPTION STRATEGY AND DATA ANALYTICS TRANSFORMED THE ENTERTAINMENT INDUSTRY AND FINANCIAL MODELS




Netflix, founded in 1997 as a DVD rental service, revolutionized the world of media and entertainment, becoming a pioneer in streaming. The company not only transformed the way we consume content but also introduced innovative business models, leveraging data and technological advancements for global expansion.



**Subscription Model:** A game-changer for stability and growth! Netflix's subscription plans create a steady revenue stream while offering flexibility to reach audiences from all walks of life. Scalable, predictable, and tailored to diverse needs—what's not to love?



**Data-Driven Personalization:** Ever wondered how Netflix seems to know exactly what you want to watch? It's all thanks to their clever algorithms, analyzing your viewing habits to deliver recommendations that keep you hooked.



**Original Content:** What do Stranger Things and Squid Game have in common? They're global sensations born from Netflix's bold investment in original stories. Each hit raises the bar, captivating millions and setting trends across the industry.



**Global Reach:** Netflix goes beyond borders! From Sacred Games in India to Money Heist in South America, their localized content connects deeply with audiences, proving entertainment is a universal language.

**New Frontiers:** Video games, anyone? Netflix is leveling up by bringing interactive entertainment into its subscription. It's not just streaming—it's playtime for the next generation!

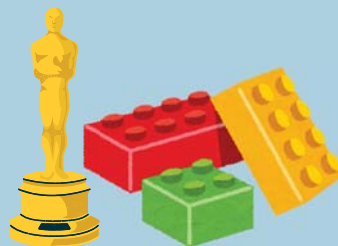


# REAL-TIME MARKETING

Real-Time Marketing (RTM) is a strategy that involves quickly reacting to current events, trends, or situations in a creative and engaging way. Brands use hot topics like memes, sports events, holidays, or even the weather to connect with their audience in real time.

## 1 Duolingo: Owl in the Squid Game

Duolingo frequently uses real-time marketing in their social media campaigns. In 2024, during the premiere of the second season of the series Squid Game, they posted short videos featuring their brand's mascot (the owl) dressed as a guard from the show. By creating these short, funny, and creative videos, Duolingo went viral and positively enhanced its brand image.

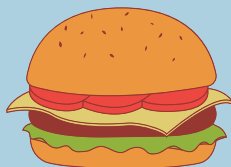


## 2 LEGO: Leo's Big Win

LEGO to celebrate Leonardo DiCaprio's long-awaited Oscar win in 2016 for his role in The Revenant, posted an image of a LEGO minifigure holding a tiny golden Oscar statuette, with the caption: "LEGO Leonardo finally gets his Oscar. A big day for a small guy." LEGO's clever use of their brand imagery and a cultural milestone resonated widely, earning praise for its creativity and perfect timing.

## 3 Crocs: Wickedly Stylish

For the Wicked movie premiere, Crocs crafted a clever real-time marketing post. They featured two themed pairs of Crocs: an emerald green pair representing Elphaba's bold, magical vibe and a sparkling silver pair inspired by Glinda's glamorous style. The caption read: "Whether you're defying gravity or spreading kindness, we've got the perfect pair for your journey." The post enchanted fans of the musical while showcasing Crocs' creativity and connection to pop culture moments.



## 4 Burger King: Bite Into Tech

Burger King tapped into the iPhone 15 buzz with a witty real-time marketing post, comparing the phone's premium features to their "groundbreaking" Whopper. A standout caption read: "iPhone 15 is cutting-edge, but have you tried our freshly grilled Whopper? Same satisfaction, a fraction of the price." The campaign, tied to a Whopper promotion, boosted engagement and highlighted Burger King's playful marketing style.

## 5 Oreo: Lights Out, Snack On

One of the most popular manifestations of real-time marketing online was the Oreo brand's response to technical issues during the 2013 Super Bowl championship. The company referred to a power outage during the final. Marketers took advantage of the fact that concerned fans were likely to go on Twitter looking for information about what was happening. Thanks to a funny post and tags, Oreo gained 15,000 shares of the post.



## 6 IKEA: Harry Still Here

On the day of Prince Harry and Meghan Markle's wedding, IKEA Poland posted on Facebook: "Don't worry, HARRY is still available", referring to their 'HARRY' chair. This clever wordplay linked the royal event to their product, generating significant online engagement.

## How Spotify Uses Data Analytics to Transform Music Marketing

### SPOTIFY WRAPPED

SPOTIFY WRAPPED SHOWCASES THE BRAND'S CONNECTION TO ITS COMMUNITY. PREMIUM USERS CAN VIEW AND SHARE THEIR TOP ARTISTS AND SONGS, CREATING PERSONALIZED CONTENT THAT ENGAGES LISTENERS AND ATTRACTS NEW USERS THROUGH SOCIAL MEDIA.



### DEVELOPMENT OF AI IN SPOTIFY

SPOTIFY USES AI TO POWER MUSIC RECOMMENDATIONS. MACHINE LEARNING ANALYZES USER BEHAVIOR TO SUGGEST SONGS, NLP SCANS TEXT TO CLASSIFY MUSIC BY DESCRIPTIVE TERMS, AND CNNs ANALYZE AUDIO FEATURES LIKE BPM AND KEY TO CATEGORIZE TRACKS. THIS CREATES PERSONALIZED PLAYLISTS AND ENHANCES THE LISTENING EXPERIENCE.

### SPOTIFY HOME SCREEN

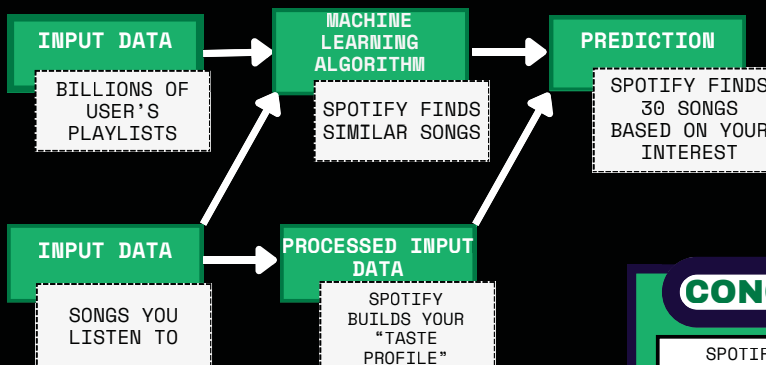
SPOTIFY'S HOME SCREEN UTILIZES A MACHINE LEARNING ALGORITHM CALLED BART (BAYESIAN ADDITIVE REGRESSION TREES). THIS MODEL COMBINES MULTIPLE WEAK DECISION TREES USING BAYESIAN METHODS AND EMPLOYS AN ITERATIVE MCMC ALGORITHM FOR PREDICTIONS. IN SPOTIFY BART HELPS PREDICT AND PERSONALIZE SHELVES, OFFERING RECOMMENDATIONS BASED ON YOUR LISTENING HISTORY.

### SPOTIFY DAYLIST

DAYLIST ON SPOTIFY IS A DYNAMIC, HYPER-PERSONALIZED PLAYLIST THAT EVOLVES WITH MOOD THROUGHOUT THE DAY, UPDATING FREQUENTLY WITH UNIQUE MICROGENRES AND VIBES TAILORED TO SPECIFIC MOMENTS.

SPOTIFY ANALYZES USERS DATA AND BASED ON THEIR PREVIOUS LISTENING, CREATES AN EVER-CHANGING PLAYLIST RELATED TO THE MUSIC THAT THEY LISTEN TO MOST OFTEN AT A SPECIFIC PART OF DAY AND DAY OF THE WEEK WHICH POSITIVELY AFFECTS THE LISTENERS' EXPERIENCE

SPOTIFY COLLECT AND ANALYZE EXTENSIVE USER DATA, SUCH AS LISTENING HABITS, SEARCH HISTORY, SONGS SKIPS AND PLAYLIST ACTIVITY, TO CREATE PERSONALIZED MUSIC RECOMMENDATIONS. BY USING COLLABORATIVE FILTERING, A MACHINE LEARNING METHOD ANALYZING SIMILAR USERS BEHAVIORS, SPOTIFY IDENTIFIES PATTERNS AND SUGGESTS TAILORED CONTENT. THIS APPROACH BOOSTS USER ENGAGEMENT BY UP TO 60%, HIGHLIGHTING ITS IMPACT ON THE CUSTOMER EXPERIENCE.



### CONCLUSION

SPOTIFY USES AI AND DATA ANALYTICS TO PERSONALIZE USER EXPERIENCES AND TRANSFORM MUSIC MARKETING. MACHINE LEARNING ANALYZES USER BEHAVIOR, WHILE NLP AND NEURAL NETWORKS CLASSIFY AND CATEGORIZE MUSIC. THIS ENABLES FEATURES LIKE "DISCOVER WEEKLY" AND "WRAPPED," DRIVING ENGAGEMENT AND ATTRACTING NEW USERS.

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# STEAM®: How Valve Redefined the Gaming World

## INTRODUCTION

The gaming industry has undergone a significant revolution with the introduction of Steam – the platform that has become the undisputed leader in the digital distribution market. Steam serves as a hub for gamers worldwide, offering access to an extensive library of games, social features, and community engagement. By the end of 2023, Steam reported over 120 million monthly active users, with millions of games available. With its vast features and convenience, Steam remains the go-to platform for gamers globally.

## STORY OF SUCCESS

In 2003, Valve Corporation, led by Gabe Newell, envisioned a platform that could simplify the distribution of PC games while offering seamless updates and anti-piracy measures. This vision gave birth to Steam. Initially launched to distribute Valve's own games like Half-Life and Counter-Strike, Steam quickly evolved into a digital storefront. The platform's turning point came with the integration of third-party games, creating an open marketplace for developers and publishers.

REFERENCES: <https://store.steampowered.com>

## STEAM: A GAMING REVOLUTION

In 2003, Gabe Newell and the team launched Steam as a solution for the growing challenges of digital game distribution. Over time, the platform transformed into a hub for gaming innovation:

## MAIN STEAM SERVICES

- Game Library
- Steam Store
- Cloud Saves
- Steam Workshop
- Early Access Program
- Family Sharing
- Steam Deck (Gaming Console)
- Friends, Chat, and Groups
- Steam Community Market
- Steam Remote Play



## ACTIVE USERS



## SUMMARY

Steam's success lies in its convenience, innovation, and community-driven features, making it the ultimate platform for gamers and developers. It's more than a store—it's a gaming ecosystem.

# The Rise of Digital Payments



## Efficiency and Growth

Digital payments streamline operations with faster, error-free transactions, reducing costs and saving resources. They empower businesses to connect with global audiences and cater to tech-savvy consumers.



## Enhanced Customer Experiences

Contactless payments and loyalty program integration make transactions seamless, improving satisfaction and fostering customer loyalty.



## Data-Driven Strategies

Insights from digital payment platforms help businesses understand customer behavior, enabling personalized marketing and smarter decision-making.



## Navigating Risks

Cybersecurity threats, operational downtime, and regulatory challenges require significant investment in secure systems and compliance measures.



## Barriers for Small Businesses

High implementation costs and customer hesitation to adopt digital methods can limit adoption, particularly for smaller enterprises.



## A Glimpse Into the Future

Cryptocurrency, AI fraud detection, and biometric authentication will redefine digital payments. Trends like Buy Now, Pay Later offer new revenue opportunities in a rapidly evolving market.

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**PART II**

**BRANDING, STORYTELLING  
& ENGAGEMENT**

# ENGAGE, INSPIRE, CONVERT

# CONTENT MARKETING

## WHAT IS CONTENT MARKETING?

Creating and sharing valuable content to attract and engage your target audience

01



02

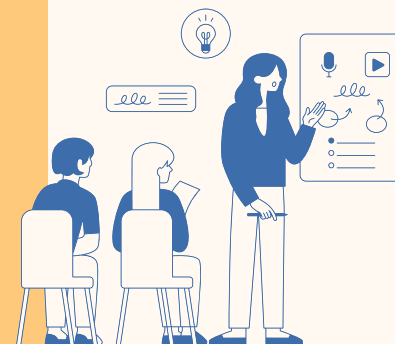
## BENEFITS

- Builds brand awareness
- Increases customer engagement
- Drives leads and sales
- Improves SEO and online visibility

## KEY TYPES OF CONTENT

- Blog posts and articles
- Videos and infographics
- E-books and whitepapers
- Social media posts

03



04

## STEPS TO SUCCESS

- Know your audience
- Create high-quality content
- Promote through multiple channels
- Analyze and optimize performance

## EMOTIONAL MARKETING: HOW TO INFLUENCE CONSUMERS

### STORY-TELLING

CREATE NARRATIVES THAT ENGAGE AND RESONATE EMOTIONALLY



### EMPATHY

CONSUMERS VALUE BRANDS THAT UNDERSTAND THEIR NEEDS AND VALUES



### FEAR

### LOSS

### JOY

### SURPRISE

### PRIDE

### SADNESS

### COLOURS AND MUSIC

THE RIGHT CHOICE OF COLOURS AND SOUNDS STRENGTHENS THE EMOTIONAL MESSAGE

### NOSTALGIA

TAP INTO MEMORIES AND FEELINGS TIED TO THE PAST

### SUBCONSCIOUS IMPACT

CONSUMERS OFTEN RELY ON INTUITION RATHER THAN RATIONAL ANALYSIS WHEN MAKING PURCHASES

### MEMORABILITY

STORIES DRIVEN BY EMOTIONS ARE MORE MEMORABLE THAN FACTS OR DATA

### BUILDING RELATIONSHIPS

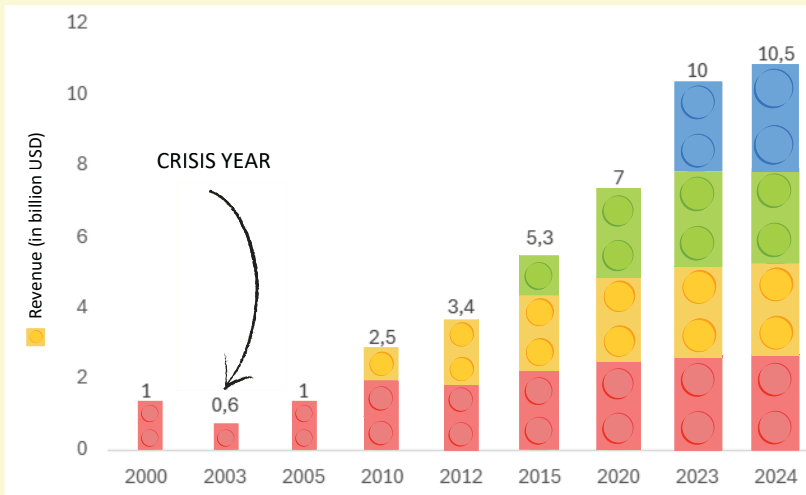
EMOTIONS HELP ESTABLISH A BOND WITH THE BRAND, INCREASING REPEAT PURCHASES



# FROM CRISIS TO FINANCIAL EMPIRE

## FACING FINANCIAL PROBLEMS

In 2003, LEGO found itself in a serious financial crisis that threatened the existence of the company. Despite being one of the world's most beloved toy brands, LEGO had strayed from its core strengths. In 2000 the company entered a phase of innovation, adding LEGO-branded electronics, amusement parks, interactive video games, jewelry, education centers, and collaborations with the Harry Potter franchise and the Star Wars movies - but many of them were expensive and did not fit well with the brand identity. At the same time, the complexity of LEGO's offerings led to inefficiencies in manufacturing and distribution. Combined with declining sales and fierce competition in the toy market, these mistakes culminated in a situation in which LEGO was virtually running out of cash. The company was losing \$300 million a year and had a massive debt of \$800 million. This was a turning point that forced LEGO to confront its challenges and rethink its strategy to regain stability and relevance.



## MARKETING STRATEGY

LEGO's marketing strategy targets children, families, and adult fans with product lines tailored to different age groups and interests. Collaborations with major franchises like Star Wars and in-house themes like Ninjago ensure broad appeal. The brand leverages digital marketing through engaging content, apps, and online communities to extend its reach. LEGO's strong digital presence includes the LEGO Ideas platform, where fans can submit and vote on designs, fostering engagement and creativity. This community-driven model helps LEGO connect with fans while gaining valuable insights into consumer preferences. LEGO also partners with educational institutions to promote STEM learning. LEGO Education provide schools with tools and resources to promote the concept of learning through play. Global campaigns maintain brand consistency while adapting to local cultures. By blending tradition with modern trends, LEGO continues to inspire creativity worldwide.



The turning point came in 2004 when Jørgen Vig Knudstorp became CEO. Under his leadership, the company implemented a restructuring plan focused on several key strategies:

**BACK TO BASICS**  
Instead of continuing unsuccessful projects (Legoland theme parks, watches, clothing) LEGO focused on its core product lines and popular themed series like LEGO City and LEGO Technic.

**COST OPTIMIZATION**  
The number of brick types produced was halved, production costs were reduced, and efficiency was improved.

**LICENSING DEALS**  
Partnerships with brands such as Star Wars, Harry Potter and Marvel allowed LEGO to create sets that quickly became bestsellers.

**INNOVATION**  
The company introduced modern product lines like LEGO Mindstorms, combining bricks with technology and robotics.

**REBUILDING BUSINESS BRIDGES**  
It was necessary to abandon the ambitious project of taking over the sales of assortments from retail chains through Lego corporate stores - and rebuild neglected and broken business relationships with wholesale and retail customers, starting with Wal-Mart.



Today, LEGO remains a symbol of creativity, innovation, and exceptional financial management.

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# FROM OCTAGON TO EMPIRE: UFC'S JOURNEY TO GLOBAL DOMINATION

## Content:

Over the past decades, UFC has transformed from a niche sporting organization into a global business phenomenon. What began as a small-scale venture showcasing cage fights has grown into a multibillion-dollar empire, with a presence on every continent and influence across various industries.

## Monetization of Sporting Events:

The Pay-Per-View (PPV) model and partnerships with streaming platforms have positioned UFC as a leader in the digital distribution of sports content. Each event is a meticulously planned spectacle, generating revenue not only from ticket sales but also from subscriptions, sponsorships, and merchandise.

## Additional Insights International Expansion:

UFC's growth strategy includes targeting regions with potential for development, such as France, Mexico, China, and several countries in Africa. This approach has led to hosting events in 19 different countries since 2010.

## Cultural Impact:

The rise of UFC has also influenced popular culture, integrating mixed martial arts techniques into mainstream entertainment. This cultural penetration is evident through collaborations with various media outlets and increased visibility in sports programming.

## Diversification of Revenue Streams:

Major sponsorship deals with global brands like Reebok and Venum. Licensing the UFC brand for consumer products, including apparel and video games. Strategic expansion into emerging markets, including Asia and South America.

## Adoption of Technology:

The development of the UFC Fight Pass app, which connects fans worldwide.  
Use of data analytics and social media to engage and grow a global fan base.  
Global Brand Recognition:  
Through strategic acquisitions, such as Pride FC and Strikeforce, UFC expanded its international fan base and enhanced its roster of fighters.

***UFC is not just a sport—it's an empire redefining what a global brand can achieve in the 21st century.***

# How brand awareness affects a company's revenue



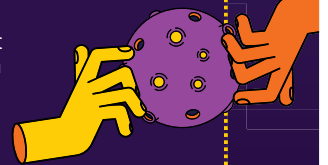
## Introduction



Brand awareness is a key factor in marketing strategy that directly influences a company's revenue. It refers to the extent to which consumers recognize or remember a brand and its products or services. High brand awareness can lead to increased sales and revenue in various ways.

## Increasing the number of potential customers

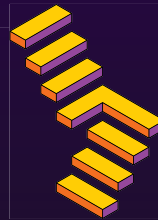
When a brand is widely recognized, a larger number of consumers are likely to consider its products or services. Even if consumers do not make an immediate purchase, high brand awareness increases the likelihood that they will choose the brand in the future when making a purchasing decision.



## Examples



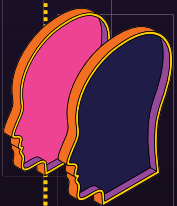
With strong brand awareness, **Apple** can sell its products at higher prices than competitors, and loyal customers are willing to purchase new products, contributing to high revenue.



**Coca-Cola** is a prime example of a company that has built massive global brand awareness. As a result, it not only dominates the soft drink market but can also sell its products in various variants and at higher prices.



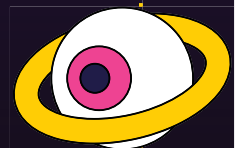
## Building trust and customer loyalty



Brand awareness not only helps attract new customers but also plays a role in retaining existing ones. Consumers are more likely to choose brands they know and trust. This trust often results from a long process of building the brand based on positive experiences, product quality, and effective communication.

## Reducing price sensitivity

Companies with high brand awareness may be able to set higher prices for their products or services because consumers are willing to pay more for products from brands they know and trust. This reduces customer price sensitivity, as brand recognition often influences perceived value (Rolex, Louis Vuitton, Mercedes-Benz)



## Attracting new markets and customer segments



High brand awareness makes it easier to expand into new markets or introduce new products. Once a brand is recognized in one market, it's easier to gain the trust of new customers in different regions or among other demographic groups.

## Increasing sales through recommendations and viral marketing

High brand awareness fosters word-of-mouth marketing, where satisfied customers recommend the products to others. Positive customer reviews are one of the most powerful marketing tools that generate new revenue.



# MARKETING TACTICS FOR MAKING A SUMMER BLOCKBUSTER MOVIE

## WHAT IS A BLOCKBUSTER?

typically, a feature film that is highly popular and financially successful



## CURIOSITY AND EMOTIONS

give away just the right amount of information to **get audiences engaged** early and demonstrate that they are leading up to an exciting grand reveal. Play on the audience's emotions to **generate excitement and anticipation**



scene from "A quiet place"

## BE EVERYWHERE

Utilize a multi-channel marketing to **maximize your reach** and create buzz. BUT maintain a cohesive look and feel as it can build recognition and trust



"JAWS" poster

## EXPERIENCE

These create **memorable experiences** that **deepen audience engagement**. New people will be exposed to the movie and see it

**events, themed merchandise, and augmented reality experiences**



"Barbie" poster

## PARTNERSHIPS

Collaborations help **tap into a fan base** and **add credibility** to the campaign

## STRATEGIC RELEASE TIMING

To combat piracy and maintain excitement, ensure a **well-coordinated worldwide release**. Plan release dates to **maximize box office** potential and **minimize competition**

## DIGITAL AND SOCIAL MEDIA CAMPAIGNS

Creating a digital presence for the movie is crucial as it can **capture attention** of modern and new audiences. Engaging Creators and Fans to spark a **cultural phenomenon** (like Barbenheimer)



A "Barbenheimer" participant

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## INTRODUCTION

What makes a brand stand out in a crowded market? For Red Bull, the answer lies in creating experiences, not just products. Through innovative marketing strategies, Red Bull has transformed from a simple energy drink to a cultural phenomenon recognized worldwide.

## SOLD CANS

In 2023, Red Bull achieved a record-breaking milestone by selling 12.138 billion cans worldwide, a 4.8% increase compared to 2022. The Group's revenue also rose by 9%, reaching €10.554 billion – the highest in the company's history. This outstanding performance is attributed to exceptional sales across most markets around the world, efficient cost management, and strengthened investments in brand promotion. Western Europe and the USA remain core markets, delivering remarkable results. Additionally, Red Bull continues to expand in rapidly growing developing markets, solidifying its global leadership in the energy drink category.

## KEY MARKETING STRATEGY

Red Bull's strategy is revolutionary, based on adventure appealing strongly to young people. Instead of traditional ads, it uses buzz marketing, with students promoting the brand on campuses. Marketing activities include creative advertising, sponsoring extreme sports, music events, and distributing free drinks. Key focus areas are motorsports, winter sports, mountain biking, paragliding, and music events like the Red Bull Music Academy. Thanks to its innovative approach, Red Bull established itself as an unconventional product for people who value originality.

## CONTENT MARKETING

Red Bull produces high-quality media content, such as extreme sports videos and documentaries, resonating with its adventurous audience.

## SPONSORSHIPS AND EVENTS

From Red Bull Stratos to Formula 1, the brand sponsors groundbreaking events that leave a lasting impact.

## STORYTELLING AND BRANDING

Red Bull's slogan: "Gives You Wings," is more than a phrase – it's a promise of energy, freedom, and boldness.

## TARGETING THE RIGHT AUDIENCE

Focusing on young, active, and thrill-seeking individuals has cemented Red Bull's status as a lifestyle brand.

## MARKET SHARE OF ENERGY DRINKS IN POLAND IN 2024

19%



18%



16%



15%



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## The strategy of Finance-Marketing in OSHEE

OSHEE is a brand created for active people who consider health, good physical condition, movement, constant challenges, and following current trends as their passion, lifestyle, and foundation of their professional careers in various sports disciplines. It is a Polish company that is dynamically growing and has a global reach. Its ambassadors have included and continue to include world-renowned athletes and professionals.

OSHEE also supports local initiatives promoting physical activity. Its mission focuses on building self-confidence, which is why it supports various events both in

promoting a healthy lifestyle and on motivating people to take action the company is involved in promoting the real and virtual world.



### OSHEE in Numbers:

- Present in 55 markets worldwide across 6 continents.
- Offers a portfolio of 86 products.
- Sells 200,000 products annually.
- Supported over 600 sports events.



OSHEE allocates its finances to marketing activities such as collaborating with athletes, influencers (e.g., rapper "MATA"), and supporting sports-related events (e.g., OSHEE slide challenge, Cracovia Maraton, Runmageddon).



Iga Świątek is an ambassador for the OSHEE brand, being the only Polish woman to lead the WTA world tennis rankings. Her partnership with the brand feels natural and aligns with their shared values, such as a healthy lifestyle, training support, and promoting Poland abroad.



WITAMINY I MINERAŁY

**OSHEE**  
VITAMIN WATER

110% JOD  
110% CYNK  
110% WITAMINA B12  
\*% do dawki referencyjnej wartości spożycia (do wody 300ml) / 555ml

SMAK CZERWONYCH WINOGRON  
-DRAGONFRUIT

BEZ:  
KONSERWANTÓW,  
SZTUCZNYCH BARWNIKÓW  
I SZTUCZNYCH AROMATÓW



OSHEE is the official partner of LaLiga Santander, one of the most recognizable football leagues in the world. This collaboration serves as a great motivation and inspiration for action on a global scale. Football unites people, fostering a sense of community. OSHEE isotonic drinks featuring the LaLiga logo are a hit among football fans and beyond.



**PART III**

**ETHICS, SUSTAINABILITY  
& BUSINESS CONTEXTS**

# From TRUST to TRANSACTIONS: How banks market loans

In today's competitive financial market, effective marketing strategies are essential for banks to promote their loan products and reach potential customers. From personalized offers to engaging social media campaigns, banks leverage diverse tools to build trust and encourage borrowing.

## ELEMENTS OF MARKETING STRATEGY

- **Market Segmentation and Targeting** - banks segment their customers based on demographics, income levels, creditworthiness, or business types (e.g., individuals, SMEs, or corporates).
- **Personalization of offers** - offer specific loan products like home loans, car loans, personal loans, or business loans to targeted customer groups
- **Loyalty programs** - exclusive offers for long-term customers, personalized promotions, such as reduced down payment requirements or priority customer support, for long-term customers.

## REGULATIONS IN LOAN ADVERTISEMENT

Every consumer credit advertisement must clearly and visibly include:

- **interest rate** (fixed, variable, or both) and a breakdown of costs
- **total amount of credit**
- **Annual Percentage Rate (APR)** showing the total cost of credit

Additional details may include:

- **contract duration**
  - **total amount payable by the consumer and the amount of installments**
  - **product/service price and any down payments**
- If extra agreements (e.g. insurance) are required, **this must be stated**, even if the cost is unknown.

If the credit intermediary cooperates with creditors, **the consumer shall be informed about the names of the creditors with whom the intermediary cooperates.**

## HOW TRUST IS BUILT IN LOAN ADVERTISING?

Building trust in loan advertising involves honesty, transparency, and a focus on customer needs. Here are key ways banks achieve this:

- **Clear Communication** - advertisements use simple language to explain loan terms, such as interest rates, repayment options, ensures customers feel informed and confident.
- **Transparency** - banks provide upfront details about costs and conditions, including tools like loan calculators to help customers estimate payments before applying.
- **Showcasing Credibility** - highlighting the bank's experience, positive customer testimonials, and successful loan programs reassures borrowers of its reliability.
- **Ethical Advertising** - compliance with regulations, such as clearly displaying APRs and avoiding misleading phrases.
- **Educational Campaigns** - offering content that helps customers understand loans, budgeting, and financial health shows the bank cares about responsible borrowing.

## KEY ADVERTISING CHANNELS

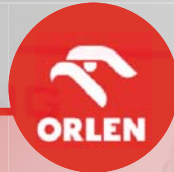
- **Traditional Media Advertising:** TV, radio, press, billboards.
- **Digital Media Advertising:** Google Ads, YouTube, banners on websites.
- **Email Marketing:** Personalized offers for customers.
- **CRM (Customer Relationship Management):** Analyzing customer data and segmenting audiences for targeted marketing.
- **Website and Online Banking Portals:** Banks promote loan products on their websites, allowing customers to apply easily.
- **Event Marketing:** Sponsoring events or organizing open days at bank branches.

## ORLEN IN ACTION: SPONSORSHIP, EXPANSION, AND INNOVATION

### INTRODUCTION

The ORLEN Group is the largest multi-energy corporation in Poland. Its main areas of activity include crude oil refining and the production of fuels, petrochemical, and chemical products. The Group is also involved in the generation, distribution, and trading of electricity and heat, including from renewable sources. ORLEN engages in the exploration, appraisal, and extraction of hydrocarbons. Additionally, the Group's operations encompass the exploration and production of natural gas, natural gas imports, as well as the storage, sale, and distribution of gaseous and liquid fuels.

The ORLEN Group offers a wide range of products, including gasoline, diesel, jet fuel, heating oil, plastics, fertilizers, and other petrochemical products. It also operates a retail network through its fuel stations. The Group's activities extend to transportation, maintenance, laboratory, and sport sponsorship.



### ORLEN'S NUMBERS

- 3500 fuel stations
- >500 fast charging points for electric vehicles
- 42 mln tonnes/year crude oil processing capacity
- 7 countries with Orlen fuel stations
- 57 176,40 mln zł market value



### VITAY APP

The ORLEN VITAY application is a pivotal component of ORLEN's marketing and financial strategy, enhancing customer engagement and fostering brand loyalty. By enabling users to collect points for purchases at ORLEN stations, which can be redeemed for rewards or charitable donations, the app incentivizes repeat business and increases sales. The integration of mobile payments and navigation features streamlines the customer experience, encouraging higher transaction volumes and promoting the use of ORLEN's services. This digital platform not only strengthens customer relationships but also provides valuable data insights, allowing ORLEN to tailor marketing efforts and optimize financial performance.



### SPORTS SPONSORSHIP

ORLEN sponsors a wide range of sports to enhance its brand visibility. The company supports Polish skiing, including disciplines like ski jumping, alpine skiing, and snowboarding. In motorsports, ORLEN backs Polish competitors such as Bartosz Zmarzlik and Jakub Przygoński. It is also the main sponsor of the Tour de Pologne, a prestigious cycling event. Additionally, ORLEN sponsors the Polish Athletic Association, Volleyball Association, and collaborates with the Polish Olympic and Paralympic Committees. These sponsorships reflect ORLEN's commitment to promoting sports and talent.



### ORLEN IN FORMULA 1

ORLEN's sponsorship in Formula 1, as a principal partner of teams like Alfa Romeo Racing and Scuderia AlphaTauri, has significantly boosted its global brand visibility. With an audience of over 445 million viewers in 2021, the logo exposure value exceeded 110 million PLN after just 16 races. This partnership supports marketing efforts in international markets, rebranding fuel stations, and promoting products like Stop Cafe and VERVA fuels. By aligning with Formula 1, ORLEN reinforces its innovative image, strengthens market position, and builds customer loyalty.



### QUARTERLY REVENUES AND PROFITS OF THE ORLEN GROUP IN BILLION PLN.



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# THE RISE OF DISNEY



## FOUNDING AND EARLY SUCCESSES

The Walt Disney Company was established on October 16, 1923, by brothers Walt and Roy O. Disney as the Disney Brothers Cartoon Studio. Initially, the studio gained recognition through the creation of the "Alice Comedies" and "Oswald the Lucky Rabbit" series. However, it was the debut of "Steamboat Willie" on November 18, 1928, introducing Mickey Mouse, that marked a significant breakthrough in animation history.



## EXPANSION INTO FEATURE FILM

Building on the success of their early animations, Disney released its first feature-length animated film, "Snow White and the Seven Dwarfs," on December 21, 1937. This pioneering venture became the highest-grossing film of its time, solidifying Disney's position in the entertainment industry.



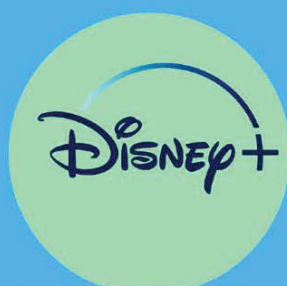
## THEME PARKS

Disneyland, the first-ever theme park created by the company, opened its gates in Anaheim, California, on July 17, 1955. The park was an instant success, revolutionizing family entertainment and creating a new industry standard. Disneyland's innovative design and immersive experiences attracted millions of visitors annually and paved the way for other Disney parks worldwide, such as Walt Disney World Resort in Florida, Disneyland Paris, and Tokyo Disneyland.



## DIVERSIFICATION AND ACQUISITIONS

Over the years, Disney strategically diversified its portfolio by acquiring companies such as Pixar, Marvel, Lucasfilm, and 20th Century Studios. These acquisitions expanded Disney's intellectual property and strengthened its position in the entertainment sector. Iconic franchises like "Star Wars," "The Avengers," and "Toy Story" became part of Disney's ever-growing legacy.



## LAUNCH OF DISNEY+

In response to the evolving digital landscape, Disney launched its streaming service, Disney+, on November 12, 2019. By 2023, Disney+ had generated over \$8 billion in revenue, reflecting a 13% increase from the previous year. This growth was driven by strategic pricing and a diverse content library, including exclusive original programming and classic titles from Disney's extensive catalog. In the competitive streaming market, Disney+ held a significant share. As of late 2024, Disney+ boasted over 170 million subscribers.



## FINANCIAL PERFORMANCE

Disney's financial performance has shown significant growth, with a 23% increase in total segment operating income for the fourth quarter of fiscal 2024. The Entertainment segment alone reported an operating income of \$1.1 billion, up \$0.8 billion from the prior-year quarter.

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## The role of Financial Technologies in Modern Enterprise Finance



# THE ROLE OF FINANCIAL TECHNOLOGIES

## in Modern Enterprise Finance

### Introduction

Financial technologies (FinTech) have revolutionized the way enterprises manage their finances. From automating mundane tasks to providing data-driven insights, FinTech empowers businesses to achieve greater efficiency, accuracy, and agility in their financial operations.

### Key Areas of FinTech Impact

- Utilizes big data and artificial intelligence for real-time insights.
- Improves decision-making through predictive analytics and scenario planning.
- Streamlines routine tasks such as payroll, invoicing, and tax calculations.
- Enables secure, fast, and global payment systems.
- Platforms for peer-to-peer lending, crowdfunding, and microloans.

### Advantages of Adopting FinTech

- Cost Efficiency:** Reduction in operational costs through automation.
- Improved Compliance:** Real-time monitoring ensures adherence to regulatory standards.
- Customer-Centric Solutions:** Personalized financial products and services for clients.
- Scalability:** Tools that grow with the enterprise, adapting to its changing needs.

### Challenges in Implementing FinTech

- Cybersecurity Risks:** Vulnerabilities in digital systems may lead to data breaches. Requires robust encryption and protection measures.
- Integration with Legacy Systems:** Many enterprises face difficulties in aligning FinTech tools with existing infrastructure.
- Regulatory Uncertainty:** Rapid changes in laws regarding digital finance create compliance challenges.

### Case Study: Successful FinTech Adoption

**Company X**  
Implemented AI-driven financial planning tools.  
Reduced forecasting errors by 25% and achieved a 15% increase in profit margins.  
Enhanced customer satisfaction with a streamlined payment portal.

### Conclusion

FinTech is no longer optional for modern enterprises; it is a necessity for staying competitive in a dynamic marketplace. By embracing financial technologies, companies can not only optimize their operations but also position themselves as industry leaders.

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# THE SHOPPING CONSPIRACY

UNMASKING THE TRUTH BEHIND BIG COMPANIES

**BUY NOW!**

**SELL MORE**

WHY SETTLE FOR ENOUGH WHEN YOU CAN AIM FOR INFINITE CONSUMPTION? THE STRATEGY IS SIMPLE—PRODUCE AN ENDLESS STREAM OF PRODUCTS DESIGNED TO BE REPLACED, NOT REPAIRABLE. MAKE THEM CHEAPER, SHINIER, AND SLIGHTLY DIFFERENT THAN LAST YEAR'S VERSION TO ENSURE CUSTOMERS KEEP COMING BACK.

**WASTE MORE**

WASTE? OH, THAT'S JUST COLLATERAL DAMAGE. THE MORE YOU SELL, THE MORE MONEY YOU RAKE IN, AND ISN'T THAT WHAT REALLY MATTERS? AFTER ALL, WHO HAS TIME TO WORRY ABOUT THE MOUNTAINS OF DISCARDED PRODUCTS PILING UP IN LANDFILLS, OVERFLOWING GARBAGE DUMPS AND TOXIC POLLUTION, WHEN THERE'S MONEY TO BE MADE? THOSE ARE JUST MINOR INCONVENIENCES IN THE GRAND SCHEME OF QUARTERLY EARNINGS. DOES IT REALLY MATTER? AS LONG AS THE PROFITS ARE UP AND SHAREHOLDERS ARE HAPPY?

**LIE MORE**

OH, THE WONDERS OF MARKETING! LABELS THAT SCREAM "ECO-FRIENDLY" ON PRODUCTS THAT ARE BASICALLY PLASTIC IN DISGUISE? GENIUS. WHO NEEDS HONESTY WHEN YOU CAN SLAP A GREEN LABEL ON SOMETHING AND WATCH CUSTOMERS GOBBLE IT UP LIKE IT'S THE ANSWER TO ALL THEIR ENVIRONMENTAL CONCERNS? AFTER ALL, THE GOAL IS SIMPLE: SELL MORE, NO MATTER HOW MANY LIES YOU HAVE TO TELL. IT'S ALL ABOUT RAKING IN THE CASH, AND IF CUSTOMERS BELIEVE THE NONSENSE, THAT'S JUST A BONUS.

**HIDE MORE**

THE BRILLIANCE OF THE "OUT OF SIGHT, OUT OF MIND" STRATEGY! BIG COMPANIES HAVE TRULY MASTERED THE ART OF TURNING A BLIND EYE AND HELPING US DO THE SAME. IF YOU CAN'T SEE THE MOUNTAINS OF PLASTIC, TOXIC SLUDGE, OR THOSE MYSTERIOUS CHEMICAL BARRELS LEACHING INTO THE SOIL, IT'S LIKE THEY DON'T EVEN EXIST. WASTE? WHAT WASTE? JUST SHIP IT OFF TO A PORT IN A COUNTRY WITH WEAKER ENVIRONMENTAL POLICIES, SLAP ON A VAGUE LABEL LIKE "RECYCLABLES," AND VOILA PROBLEM SOLVED.

**CONTROL MORE**

CONTROL STARTS AT HOME OR IN THIS CASE, THE WORKPLACE. BIG COMPANIES KNOW THE SECRET TO SUCCESS: KEEP YOUR WORKERS IN LINE. DON'T LET THEM THINK TOO MUCH, SPEAK TOO LOUD, OR, HEAVEN FORBID, SHARE WHAT'S REALLY HAPPENING BEHIND CLOSED DOORS. KEEP A TIGHT GRIP, SQUASH DISSENT, AND REMIND THEM WHO'S BOSS. AFTER ALL, LOYALTY ISN'T GIVEN—IT'S CONTROLLED.

**FLASH SALE**

**LONG LIVE CAPITALISM!**

"BUY NOW! The Shopping Conspiracy" Netflix 2024r.

THE SHOPPING CONSPIRACY – UNMASKING THE TRUTH BEHIND BIG COMPANIES

Aleksandra Mamcarz, Aleksandra Lesiak

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