
Żabka is launching a new information and image campaign "You can take that... to Żabka!" on the occasion of the chain's 25th anniversary

In October 2023, Żabka celebrates 25 years on the market. On this occasion, it has prepared a special information and image campaign dedicated to franchising entitled "You can take that... to Żabka!". The communication uses diverse channels, including traditional advertising media, podcasts, and social media.

A flexible approach and acting in accordance with the idea of franchise-centricity have accompanied Żabka chain in the development of Polish entrepreneurship for 25 years. Despite the changing market situation and emerging challenges, more than 8,600 entrepreneurs across Poland are successfully running their local businesses under its banner. The campaign "You can take that... to Żabka!" draws attention to the chain's long-standing experience and the support offered to franchisees from the very beginning of cooperation. It presents franchising with Żabka as a proven and safe alternative to working as a salaried employee or running an independent business outside the franchise network.

The motto "You can take that... to Żabka!", which paraphrases the phrase "You can take that to the bank", will be accompanied by slogans referring to the chain's activities and support for franchisees. These will include: "Own business with an experienced partner", "A proven location for a store?", "Training and business support?" or "A well-known brand and customers from day one".

Żabka's new campaign will include outdoor media, communication on the Internet, advertising activities, and social media (Facebook, Instagram, LinkedIn, YT). Additional activities have been planned as part of the project, including, among others, a series of interviews with franchisees, which will be published in the form of articles, podcasts, and video content on YouTube and podcast listening apps, among others.

Garden of Words agency was responsible for developing the creative idea and social media activity. Zuzanna Dąbrowska, Art Director, supervised the concept and artistic consistency. The media house Spark Foundry Polska, in cooperation with the Performics specialist unit, was responsible for media purchase and the strategy implementation plan. The spot, podcasts, and photo shoot were produced by production house 8image. The new-look materials will be available in online channels, at Żabka outlets, as well as on outdoor media such as billboards and citylights.

The campaign was launched on October 2, this year.

Read more at: <https://www.zabka.pl/franczyza>



Żabka Polska Sp. z o.o. owns the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening over 4,000 new stores in the years 2016-21. Over 17 million consumers live within 500 meters of the nearest Żabka. As part of its responsibility strategy, Żabka has made commitments to good nutrition, services to facilitate a sustainable life, the development of entrepreneurship, diversity and an inclusive organizational culture, corporate governance, decarbonization, and a circular economy. More information about Żabka Polska at: www.zabka.pl. Information about the Żabka Group can be found at: www.zabkagroup.com. Link to the 2022 Responsibility Report: <https://zabkagroup.com/esg/>

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