Abstract

The article comprises research in two areas of image building. The first is describing the exact way of creating the sign book of City of Lodz, and general image building comments. It is said how the firm communicates with clients using visual identification - it is as important as the quality of services, as available portfolio, or mission of the company where the consumer operates on a rational level. In the case of the logo it effects at emotional level. Positive image will also build a good relationship with the proximal and distal environment, which in turn can lead to better product position in comparison to those of the same price range. In this part of article it is clarified why the new sign of the city has been changed. Lodz is an exceptional place. There are few similar places in the world that collect and focus around themselves so large group of designers, creating in the same spirit. The city used to be called "the promised land". Design of a new logo of Lodz is based on the alphabet created by Wladyslaw Strzeminski in 1932, uses basic geometric shapes, lines, angles and positions the project as unification with the artistic assumption of avant-garde of 20s and 30s of the last century. Strzeminski gave rise to a new understanding of art, and his thought has found many followers who still educate the younger artists generation in the spirit of avant-garde.

The second area of interest is cumulated around image building on official Facebook profile of City of Lodz. Social media, namely those created by users for themselves. They are a platform for the opinion exchange, and consequently - their creation. The creation of the person, creation of the organization, creation of the company, and finally creation of the brand. Social media also had an impact on the standard types of ATL, making them more multitasking. Apart from the standard calculation of the benefits of the product, they have become the beginning of an adventure with the brand, that we can continue in social media.

Key words: image, identity, brand building, social media, internet, logo

INTRODUCTION

One of the main aims of any organization presence in the public's mind that is on the market, is to create a positive image1. It generates sales, makes some brands more likely to be selected than others with a similar product offering.

1"The image creates the brand, products and companies personality, additionally being a risk-reducing factor while taking purchasing decisions. It is a common opinion on the existing business. Image of the organization is not something uniform and may be different depending on the environment group and context. (...) It is modified with a change of the points of view and preferences, and therefore already in its essence, the concept cannot be static and permanent. Image of the company, however, does not depend only on what action it will take, but also on the currently prevailing economic conditions". [ROZWADOWSKA B.]
The image depends on many external factors that cannot be influenced. That means: external events, cultural factors or sudden signals that determine the crisis situation.

Types of image
- Ordinary - outside organization perception. This is a direct result of communication activities.
- Mirror - how the organization wants to be seen outside.
- Desired - how the organization would like to be seen. It is a set of features that cannot be achieved at the time of creation of image, but as a result of the development of the company desired image can turn into a mirror image, and then into ordinary.
- Optimal - a compromise that can be achieved. It is resultant of available resources and the cognitive capabilities of the target group.
Generation Y, also called millennium generation, is now starting to take-on the demographics. People who have not been aware consumers several years ago (parents have made choices for them, or these youngsters were buying products on impulse), now become deliberate clients.

With the promotion of what one wants to sell, increasing attention is not on how the product is, and what it represents in their own world of experiences. In the context of today's consumer, the 4P or USP marketing definition lose their importance. It is still used with the product creating, but now with more distance. Taking into the consideration, that these properties have been invented in the first half of the twentieth century (and it was a time when television was unheard in homes, and the first flight to the moon was not even yet in the plans), many things since that time had changed.

Products and services life now is becoming shorter. Currently, the use of items such as TV set or mobile phones reaches a maximum of few years and from the perspective of marketing one should begin to treat them as FMCG products. This leads to focus not on the promotion of the unique features of the product/service, but what qualities the brand represents and whether the consumer will be able to identify with the style of life that it offers.

IMAGE BUILDING

The image is a cognitive space, which operates at the word and image level. This is how the brand is considered depends on the image which it operates and on the word that is used. This means that to the ways of image creation we can include such elements as:

1. Those belonging to the Corporate Design:
   - Logo - it is "(...) consistent symbol representing the brand in the process of communicating the brand for itself." [OKONEK P.]
     It can be presented in the form of a logo (a stylized inscription) or an image as an emblem. Is the value of the intellectual and usually one of the first elements, which the consumer meets in contact with the brand, etc. during exposure to advertising;
   - Accessories - various additional elements supporting the image of the company through the use of logos, etc. stands, stationery;
   - The appearance of the place of consumption of the product /service - design showrooms, vehicles design;
   - Marketing communications - usually in the form of advertising messages, etc. for radio / television or press advertising executions and customized extraordinary actions;

2. Those belonging to the Corporate Behaviour:
   - Procedures - for customer service; behavior standards in contact with the client;
   - Crisis Communications - prepared earlier patterns of proceedings for the company in case of a crisis of the image. The way, how the company responds to the occurrence of doubt on the reliability of the brand is important for future activities. [ROZWADOWSKA B.]

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24P – price, product, promotion, and place.
3USP – Unique Selling Proposition or unique selling point is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the early 1940s. The USP states that such campaigns made unique propositions to the customer that convinced them to switch brands.
4FMCG – Fast Moving Consumer Goods or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly.
The importance of visual identity and the process of its creation

The way how the enterprise communicates with clients using visual identification is usually the first impression that consumers have been given. It is just as important as the quality of services, as in the case of quotation, or mission of the company, the consumer operates on a rational level, in the case of the logo is at stake emotionality. Both elements make up the image, and if they are consistent, matching the target group it is more likely that our product will be selected. [BARTOSZEWSKI A.]

The process of creating Corporate Design begins with collecting the information about company, USP, offers and this how the company wants to be seen. The management of the company is deciding what kind of adjectives are meant to describe their company. Based on an interview, one can start preparation. [AAKER D., p. 9-17]

The first step is to assemble the usual concepts of enterprise and industry, which can be used to broaden the horizons of creativity. The recommended tool is to create a mind map, that is graphical visualization of semantic associations with the concept. General association can "branch out", creating particularized versions of their ancestors. The resulting concepts are combined to show the lines of direct and indirect association. Creativity is an important element - not always sticking to strict frameworks gives a satisfactory design, playing with graphic elements can lead to an interesting project as well. [BRADY R., FORREST E., MIZERSKI R., p.153-156]

After research, the creator must accede to the creative work. In this phase of the project, there are tens - hundreds of small logo sketches created, which meet the objectives of the project or are simply loose ideas. Such drawings are designed in a monochromatic space to focus on the drawing form itself. After selecting the best ideas, one can start transferring the project to the computer version, where the colors will be added. Logo is designed in vector format, using special software, eg. Adobe Illustrator. Along with the logo, visuals are being prepared showing its location, eg. on cars, buildings, stationery, etc.

If the project is approved, the sign book must be created, which is the document that contains a list of rules on the place of logo location, précised Pantone and / or CMYK data, as well as logo visualization with the vectors. This is a guide for the person who previously never have had dealt with the logo to be able to use it easily in further creative work, for example when creating documents.

Positive image will also build a good relationship with the proximal and distal environment, which in turn can lead to better product position in comparison to those of the same price range. [KOWALCZYK D.]

THE CITY OF LODZ VISUAL IDENTITY

History of the image

Coat of arms

Currently, issues of: emblem, coat of arms and flag of the city and issues of putting them in public places is regulated by the Statutes of the City of Lodz. It states that "the coat of arms /crest of the city is the image of a golden boat with paddle in the red background". The flag of the city of Lodz is a "rectangular piece of material with the colors of the city on both sides equally, and the coat of arms of the City can be used together with the flag of the City in this way, it will be placed in the middle of the flag, evenly on the gold and red belt and white coat of arms is surrounded by a slightly wide white margins " [THE CITY OF LODZ].

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5The Pantone Color Matching System is largely a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

6The CMYK process is a method of printing color by using four inks—cyan, magenta, yellow, and black. A majority of the world's printed material is produced using the CMYK process, and there is a special subset of Pantone colors that can be reproduced using CMYK.
NEW LOGO

Design guidelines

The main goal of the design when creating a logo of Lodz was a reference to the heritage of the city and the consistency of the communication strategy brand of Lodz. Art and culture was, is and will be the tissue that builds the specificity of the place, becoming a kind of trademark. Lodz is a city where are influences of various architectural styles and artistic attitudes. But the biggest development of art in Lodz in modernism times has began with Władysław Strzemiński and Katarzyna Kobro. Logo of Lodz aims to identify stronger the city with artistic achievements that have played a significant role in the development of art in the world.

Contemporary structure of the city is build by creative industries. Lodz hosts many important cultural events (eg. Design Festival, Fashion Week and Festival of Photography). An important elements of the city are also academic institutions, where many great artists and researcher is employed and regardless of the discipline share a common heredity. Thus, the sign refers to both the history and traditions of Lodz, as well as its present.

Inspiration

Lodz is an exceptional place. There are few similar places in the world that collect and focus around themselves so large group of designers, creating in the same spirit. Władysław Strzemiński started the phenomenon that made him "the patron of the city". Strzemiński gave rise to a new understanding of art, and his thought has found many followers who still educate the younger artists generation in the spirit of avant-garde. Design of a new logo of Lodz is based on the alphabet created by Strzemiński in 1932, uses basic geometric shapes, lines, angles, positioning the project as unification in with the plastic assumption of avant-garde of 20s and 30s of the last century. [The City of Lodz]
New logo

Fig. 3 Basic version (achromatic and color)

Fig. 4 Horizontal version (achromatic and color)

Fig. 5 Language versions (english, german, french, hebrew, russian)
Means of expression

Logo operates the basic means of art such as line, point, color. For the logo of Lodz to be remembered contribute the below factors:

- The fact that it is a logotype, not a typical graphic sign, which is based on the illustration;
- Dynamic composition;
- An unusual way of content writing;
- Characteristic, contrasting colors of the sign;

Colors of the sign

Fig. 6 simplified logotype without subtitle

Fig. 7 Allowed colors according to CMYK and RGB
Contrasting colors of the sign is well defined and is a recognition code of the logotype. The applied color has not a symbolic ground, however, the choice of color was dictated by the thought of the city as an industry in the literal sense of the word. Logotype operates with four colors that exist in printing techniques, i.e.: cyan, magenta, yellow and black [Timothy S. p. 9; Creative Lodz].

Creating the sign book, is only the starting point in building the image of Lodz - is designed bedrock, that is logo - main symbol in media and marketing area. Now, the question will be how the government of the city will use this, in fact, interestingly designed logo in the marketing transmission - in different types of media. On the streets of the city, on billboards, at exhibitions signed by Lodz, at the entrance and exit of the city, there is this sign everywhere. [Rychter J., Z. Chmielewski, D. Tworzydło]

But that's not all - these are places well known to the inhabitants of Lodz, and the idea is to sell the brand of the city further. Are PR professionals in the unit of City Government (UMŁ) having a good idea for it? Let's check it out at later stage by analyzing an official profile of Lodz on Facebook.

Both image building online and offline needs to preceded by corporate identity building. This consists of corporate design, which is composing logo together with permanent graphical features, which will be used later on in various marketing actions. It appears interesting that City Government decided to create a new visual identity of the City by using above presented logo. This can be named as advanced rebranding and repositioning of the brand, which in this case is City of Lodz. It was decided to abandon well known and recognizable across whole country coat of arms as brand sign, which is graphical presentation of boat, so the name of the city (next to the capital city Warsaw coat of arms - mermaid, simplest and recognizable sign on the background of other big cities in Poland). New marketing graphical sign "Lodz creates" is supposed to reflect new identity of the city, which long history was built over many years by coexistence of four cultures: polish, german, jewish and russian, and in XIX century was a "promised land", where dreams of go-ahead fabricants came true. Lodz is as well a city of movies making (here were the world greatest film makers educated, Oscar prize holders such as Roman Polański, Andrzej Wajda, Zbigniew Rybczyński, or Cannes MFF prize holders such as: Roman Polański, Andrzej Wajda, Krzysztof Kieślowski). Considering this, a new sign implementation, which reflects dynamism of creation appears to be right. This logo is used across all marketing actions led by the thy city council, as well on social media profiles. To make the rebranding
successful, it has to be presented to broadest possible audience, which City management does by including it into Facebook profile. On the other hand the presented logo on official city website is still a traditional boat, so there is no consequence of behavior. Certain correlation can be observed: new logo - new communication channel, which is social media.

NEW MEDIA IN MARKETING AND ADVERTISEMENT CONTEXT

In the first decade of the twenty-first century, the vast of knowledge on marketing and advertising must have been reviewed by appearance of a new channel of communication - social media.

Social media, namely those created by users for themselves. They are a platform for the opinion exchange, and consequently - their creation. The creation of the person, creation of the organization, creation of the company, and finally creation of the brand. Adding to this the growing popularity of mobile technology; people being online 24 hours a day, the consumers impact on brands now is increasing, and the reaction time for negative opinions about brands - getting shorter. [KOWALCZYK D.2]

Social media also had an impact on the standard types of ATL\(^7\), making them more multitasking. Apart from the standard specification of the benefits of the product, they have become the beginning of an adventure with the brand, that we can continue in social media [ADFORUM].

There are many examples that have proven to be a success. It is visible that there is integration of social media and everyday life (and hence - to marketing and advertising) is already a fact. This does not mean the death of the standard advertising. It should be noted, however, that the ATL provides support for BTL\(^8\) advertising forms, and not the other way around as so far the second type of adverts was treated. [R. Brady, E. Forrest, R. Mizerski, p. 149-150.]

FACEBOOK

Social media like Facebook allows, both sender and recipient, to publish posts [FACEBOOK]. The messages can have a different character. The simplest of these is text post, which consists of an unlimited string of signs. The post may contain a link to a website to which the user will be taken when it will be pressed. Facebook pages can also publish individual photos and entire albums of photos and videos. There is also the ability to publish polls, in which users can answer the questions. Each user can post a message on the page table, unless the site administrator has blocked such a

\(^7\)ATL – Above The Line. ATL is a type of advertising through media such as television, cinema, radio, print, and Out-of-home to promote brands or convey a specific offer. This type of communication is conventional in its nature and is considered impersonal to customers.

\(^8\)BTL – Below The Line. BTL advertising, which uses unconventional brand-building and promotional strategies, such as direct mail, sales promotions, flyers, point-of-sale, telemarketing and printed media (for example brochures) – and usually involves no motion graphics. It is much more effective than when the target group is very large and difficult to define. BTL sales promotion is an immediate or delayed incentive to purchase, expressed in cash or in kind, and having short duration. It is efficient and cost-effective for targeting a limited and specific group. It uses less conventional methods than the usual ATL channels of advertising, typically focusing on direct means of communication, most commonly direct mail and e-mail, often using highly targeted lists of names to maximize response rates. BTL services may include those for which a fee is agreed upon and charged up front. BTL is a common technique used for “touch and feel” products (consumer items where the customer will rely on immediate information rather than previously researched items). BTL techniques ensures recall of the brand while at the same time highlighting the features of the product. Another BTL technique involves sales personnel deployed at retail stores near targeted products. This technique may be used to generate trials of newly launched products. It helps marketers establish one-to-one relationship with consumers while mass promotions, by definition, make it difficult to gauge consumer-response, except at the time of sales. Examples include tele-marketing, road shows, promotions, in- shop and shop-front activities, display units.
possibility. The City of Lodz Office used this possibility preventing users to publish posts on the board profile of Lodz.

The quality and the actual meaning of the profile shows how well administrators are able to interact and engage fans. Thus, the number involved is more important than the sheer number of fans. To engage fans of the profile consists of a number of factors. The first and simplest method is to analyze the rate of engagement. Involved people are those who have come into interaction with fanpage by clicking "I like it," adding a comment or posting on the board. This indicator examines the direct fans contact with an table of profile. Another way to check the involvement of the fans is to analyze the rate of People talking about this. Indicator People talking about this counts all the actions (events), under which the user's activity profile was based on. This indicator is made on:
- liking posts on page
- comments to posts
- sharing of posts
- marking the website in posts and pictures
- liking the page
- marking on the Facebook Places page
- response to the event created by the profile
- recommendations posted on the website

THE CITY LODZ FACEBOOK PROFILE

The study period covers the time from 1 January 2014 to 10 November 2014. The City of Lodz profile [LODZ FACEBOOK PROFILE] is the official profile of the City Hall, conducted by employees of the Bureau of Promotion, Tourism and International Cooperation of the City of Lodz. It was founded 22 October 2009. On 1st November 2014 profile had 58 673 fans. The research had been made by catnapoleon.com web analyzer.

**Fans**

![Graph showing the increase in number of fans](image)

*Fig. 9 Number of fans volume increase in 11 months period*
In the analyzed period (01/01/2014 (13 347 fans) to 10/11/2014 (58 693 fans)) the number of fans increased by 45 thousand 346 people (339.75%!). This makes the average daily gain of fans in the studied period is about 150 people.

**Content type**

![Graph of content type](image1.png)

Fig. 10 Content type including number of different posts types (text, video, photos) and its Engagement Rate. Rate is average for study period.

As from 1st January 2014 to 1st November 2014 Lodz profile published 1310 posts. On this profile there were the most published images, this form has also the highest Engagement Rate at 0.526, the second is video with the indicator of the involvement of 0.381, then the link with 0.193 and the last text - 0.140.

**Shares**

![Graph of shares](image2.png)

Fig. 11 Shares. The diagram presents cumulated number of share posts in study period.

\(^9\)Engagement Rate it is the assessment of the involvement of fans.
In the analyzed period 18087 posts were available, it is clear upward trend from May 2014 until the beginning of October 2014. On average, during the survey period 1644 posts were available.

**Users activity**

![Fig. 12 Users activity. The number of active users in study period.](image)

During the analyzed period there were a total of 36 163 active users, average monthly active Internet users was 3287, highest number of them were active in June 2014. - close to 10,000 people.

**Like it**

![Fig. 13 Like it. Number of all "like it in study period.](image)
Of the 220,263 users in the analyzed period 58,693 fans liked posts what constitutes 26.6% of the total.

Fig. 14 Hourly fans activity. The diagram shows the sum of posts, comments and "like it" in hour division in study period.

During the day it can be noted 2 hourly periods of intense activity of Internet users. The first is afternoon as the time where the total amount of comments, posts etc. stands at about 6,000, while the activity in second period (evening) is twice greater.

**Posts**

Webmaster frequently publish posts at 11 and at 16.

Fig. 15 Posts. Number of all posts in study period
Most posts were published between June and July 2014. About 170 per month and in September close to 150, the average publish posts in the period amounted to 119 posts. Here are the most popular posts of 2014.

The most popular posts of profile administrators coincide with the period of most activity of users on the profile - June (post from 10.10.2014 liked 3573 fans and left a comment 48 people, including ER is on a high level of 6.893). In second place in terms of like it is post: Trochę kosmicznie. Piękna Łódź (a little cosmic. Beautiful Lodz - gathered the most like it - 2960, and 97 people commented on this text, and ER was amounted to 10.017).

**CONCLUSION**

Praiseworthy is the fact that the City of Lodz decided to appear on Facebook. Social Media grow from month to month, so the presence of the city on Facebook seems to be a necessity. Unfortunately, in the profile management clerical way of thinking is seen, which is very far from way of thinking of social media. Content published by the profile of Lodz is mostly informative. UMŁ wants, using Facebook, to inform users about new investments undertaken by the city, or remind them of urban events. This is a good option if the city wants to build a distribution channel to sending the official information. The way of content building is, however, not much interesting for users. This is confirmed by the fact that only 9% of all Lodz fans decided to enter into interactions with the profile. The Lodz profile is trying to be neutral, which is why hardly participates in discussions under their posts. Users questions are usually ignored. This is a mistake, because "social media" is a multilateral communication. Commenting often the own posts can significantly increase the involvement of the fans. Posts were published usually at 12 and 16. This can be understood because of the working hours of clerks in UMŁ. But in this hours in social media there are very little users active. The largest exposure among fans of Lodz profile falls on hour 19 and 20. Then the inhabitants of Lodz have time to get some knowledge about what has happened in their town. Lodz as the official profile of the City of Lodz is exposed to attacks of unfriendly surfers. Therefore, the creators of the profile decided to block the possibility of publishing content by users on table of the profile. Lodz is the only one of the big cities in Poland that has opted for such a solution. This gives negative image and denies the idea of social media, which is a free exchange the point of views.
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