

monday
COMMS

PR & COMMS TRENDS: POLAND

deliver * We care. we de

BUCHAREST | 2025



we care. we deliver * we care

IN A NUTSHELL

The PR game is tougher than ever. Clients demand fast, measurable results, and agencies are under pressure to meet those demands. Is AI the magic bullet, or is it time to return to good old PR? And in this competitive landscape, how to attract but also keep top talent?



we care. we deliver * we care.

CLIENTS

Clients are getting more strategic with their communication budgets. It's not about cutting PR—it's about true impact, instead of delivering results. They demand measurable results that directly drive value in key business areas.



we care. we deliver * we care

CLIENTS

KEY BUSINESS AREAS MOST
FREQUENTLY SEEKING
COMMS SUPPORT:

01

EMPLOYER BRANDING

02

SALES

03

GOV & REGULATORY
AFFAIRS

04

CRISIS
COMMUNICATION



we care. we deliver * WMC

OLD GOOD PR IS STILL IN THE GAME

Getting coverage in
mainstream media is easier
than in vertical

01

relationship and
authenticity

02

tailored made
or paid

03

press events?
Only when they
truly matter

04

news
hijacking

05

data driven PR



we care. we deliver * we care.

CASE STUDY

Client: A global leader in the cybersecurity market.

Challenge: In Poland, the brand was primarily recognized among individuals responsible for corporate cybersecurity, of which there are few in the country.

Goals: Raise awareness about corporate cybersecurity and support the business objectives of Client.

Our Approach: Precise media targeting, delivering materials based on unique data, news hijacking

we care. we deliver * WMC

ACHIEVEMENTS IN THE PERIOD 02-07.2024:

465

Quality media
publications

152 mln

impressions*

53

Publications in tier
1 media

72

thought leadership
publications

THESE ACTIONS CONTRIBUTED TO:

These actions contributed to raising the level of cybersecurity in companies that chose advanced solutions from
As a result, the company's business performance increased by a double-digit percentage year-over-year.

*according to IMM (Media Monitoring Insitute)



we care. we deliver * we care.

CASE STUDY

Client: Leading e-commerce platform in Poland

Challenge: How to reach diverse and broad target group?

Goals: Encouraging individuals and businesses to use our client's platform for offering, purchasing, or renting used goods.

Our Approach: Data driver PR, tailored made press materials



we care. we deliver * WME C

83 MLN

Impressions

212

Publications

monday
COMMS

BUSINESS INSIDER

Polacy rzucili się na produkty używane. Nie stać ich na nowe

DGP
CODZIENNE O ZMIANACH W PRAWIE I PODATKACH
w wydaniu cyfrowym Dziennika Gazeta Prawna **Dostęp na 6 miesięcy z rabatem do 50%**

Polacy z drugiej ręki kupują więcej, ale głównie w sieci

Bankier.pl - Rynek - Gospodarka - Wiadomości
Tytuł: Wskaźniki makroekonomiczne - Analizy - Forum

Używane zamiast nowe. Polacy szturmują lumpeksy i portale sprzedażowe

Ekonomia / Biznes / HANDEL

Jak Polacy oszczędzają? Wypożyczają sprzęt zamiast kupować

Aż 70 proc. Polaków zgadza się, że chcą ograniczyć wydatki, zamiast kupić samochód, sprzęt elektroniczny czy sprzęt budowlany, wystarczy go wypożyczyć.

Pokolenie Z wydaje pieniądze na "ostentacyjny konsumpcjonizm". Millenialsi stawiają na doświadczenia

money.pl

SPIDER'SWEB / bizblog

Pożyczaj to już dobry zwyczaj. W społeczeństwie coś się zmieniło

Ekonomia / Biznes / HANDEL

Szturm Polaków na produkty używane. Nie stać ich na nowe

STYL ŻYCIA

Pokolenie Z zmienia podejście do wydawania pieniędzy

ESKA

we care. we deliver * we care

WILL AI REPLACE US?

I don't think so.

It's more like a
**LIFELINE KEEPING
US AFLOAT**



we care. we deliver * we care.

TIME & COST

EFFICIENCY

AI still supports, but
won't replace us
(soon)

**Time Allocation
Reduced by Up to
70-80%**

Repetitive Tasks
like Translations,
Reporting, and
Meeting Notes

**Translation
Costs cut by
Almost 60%**

Thanks to:



DeepL



we care. we deliver * we care

AI still supports, but won't replace us

- reporting and monitoring,
- summarizing texts,
- creating mood boards' & simple graphics
- translations
- brainstorms
- research
- drafting initial text versions
- pitching

A I



DALL·E

Gemini



DeepL



NotebookLM



Copilot



we care. we deliver * we care

TALENT HUNGER

challenges

01

Shortage of Skilled Operational Specialists

02

Financial Expectations vs. Project Budgets Gap

03

Job hopping



we care. we deliver * we care

TALENT HUNGER

How we attract and
retain employees?

01

unique projects

02

unique benefits

03

company culture

04

attractive
remuneration



monday
COMMS

Thank you

deliver * We care. We d

Contact

+48884208466

michal.czekanski@mondaygroup.pl

www.mondaycomms.pl

