TRAVELLING Museum of POLISH HISTORY
ANDRZEJ WAJDA, AN EMINENT POLISH FILM DIRECTOR, CAME TO “GAZETA WYBORCZA” WITH THE FOLLOWING IDEA:

“Put your children in the car and show them the history of your country.”

WHO IS ANDRZEJ WAJDA?

One of the most eminent and popular Polish film directors, winner of the Academy Award in 2000 for lifetime achievement, chronicler and designer of Polish national identity.
“GAZETA WYBORCZA” ACCEPTED THIS CHALLENGE!

Together with the campaign’s partner, the PZU Foundation, and under the patronage of the Ministry of Culture and National Heritage we decided to talk about Poland and its history in a unique way.
ON 6 JULY WE LAUNCHED THE CAMPAIGN ENTITLED “TRAVELLING MUSEUM OF POLISH HISTORY”

The goal: to encourage Poles, and in particular parents and children, in an effective and unique way to visit the most important historic places in Poland that constitute the foundations of our national identity.

We created the logo of project.
13 UNIQUE TRIPS
13 Monday editions of the “Travelling Museum of Polish History” supplement in the nationwide “Ale Historia” magazine (“Gazeta Wyborcza’s” weekly).

6 JULY TO 30 SEPTEMBER 2015

MORE THEM
2.4 Million
SOLD ALL COPIES OF “GAZETA WYBORCZA”

16 ADDITIONAL PUBLICATIONS
IN “GAZETA WYBORCZA” AS WELL AS ITS LOCAL EDITIONS

NEARLY
240,000
UNIQUE USER (UU)

MORE THEM
650,000
VIEWS OF THE VIDEOS ON “ALE HISTORIA” CHANNEL ON YOUTUBE.PL

MORE THEM
700,000
VIEWS OF THE “TRAVELLING MUSEUM OF POLISH HISTORY” WEBSITE

MORE THEM
700,000
VIEWS OF THE VIDEOS ON “ALE HISTORIA” CHANNEL ON YOUTUBE.PL
AN ATTRACTIVE AND ORIGINAL WAY OF PRESENTING THE CONTENT TO CHILDREN AND THEIR PARENTS

FUN
a sentimental stroll around the city that no longer exists

INTERACTION
counting holes in a church wall

PUNS IN THE PRESS
e.g. “Game of Thrones of the Piast Dynasty”, “The (in)discreet charm of nobility”
We have created a comprehensive history education programme that each family or school will be able to follow at its own pace and in its own way.