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## IS IT EASY TO CHANGE CORPORATE IMAGE - CASE STUDY OF THE LARGEST POLISH BANK PKO BP

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### **ABSTRACT**

Building and maintaining the image of the bank as a stable and secure institution is a serious challenge for the contemporary banks. An even greater challenge is an attempt to change the previous, strongly embedded image in the consciousness of recipients. Such challenge was faced by PKO BP – the oldest Polish bank, by conducting an intensive image campaign in the years 2011-2013. In the article there was an attempt made to identify the main determinants of the success of the campaign, the main purpose of which was to change the way of perceiving the bank. The case study approach was adopted and the following sources were used: bank documents published (including yearly reports, strategies for the years: 2010-2012 and 2013-2015), research results of the agency for market research available at the website, interviews with the managing director and marketing director of PKO BP, opinions and comments of PR, marketing and media specialists, results of own research and observation.

Analysis of the PKO BP case study that effective change of image requires a coherent and integrated efforts simultaneously in three areas: development of corporate identity, marketing communication and operational activities in the field of customer service. This activities must be carried out systematically and consistently over the long term.

**Keywords:** corporate image, corporate identity, advertising campaign, communication