

Submission for the Austrian Best Practice Award XII

**Project: “Kinder Krone” for the Christkindlmarkt on Vienna
Rathausplatz**

Contractor: Sozialdemokratischer Wirtschaftsverband
(Social Democratic Business Association)

Agency/Implementation: communication matters

Project Period: September to December 2007

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Start Situation

The Vienna Christmas market or Christkindlmarkt on Rathausplatz attracts between three and four million visitors from all over the world (2/3 of all visitors being tourists). As a result, the Christmas market has become an important economic factor for the city, creating jobs and bringing in tax revenues.

Despite its positive reputation with tourists, the Christkindlmarkt is not seen quite so positively by local people.

communication matters' task was to support the Vienna Provincial Committee for Market, Street and Travelling Trading (Landesgremium Wien des Markt-, Straßen- und Wanderhandels) in the following areas:

1. Positive Portrayal of the Christkindlmarkt externally:
 - Organizational help and support in implementation
 - Support and improvement of media reporting
 - Preparation for possible crises in 2007: on the recommendation of communication matters, the Christkindlmarkt on Vienna Rathausplatz added an alcohol-free youth punch to its drinks range, reacting to public debates on youth and alcohol consumption (binge drinking).

2. Breakdown of PR work into the following parts:
 - PR support in promoting market trades
 - Cooperation with media partners

Targets and Dialog Groups

The goal of communication matters and the Vienna Provincial Committee for Market, Street and Travelling Trading was to get all the enthusiastic visitors to the Christmas market to feel the tranquility and reflectiveness of the Christkindlmarkt on Vienna Rathausplatz. The collaboration with the leading Austrian daily newspaper the "Kronen Zeitung" enabled the partners to project this picture to a wider audience. This resulted in the conception of the "Kinder Krone" from the Christkindlmarkt on Vienna Rathausplatz. Children were asked to look for stories, interview stallholders and visitors and report about events at the Christkindlmarkt and publish these in the "Kinder Krone". Some of the reports made by the children were also published in the main edition of the "Kronen Zeitung". The distribution of the newspapers at the market and around the young reporters also raised additional awareness. At the center of activities was always the message that the Christkindlmarkt on Vienna Rathausplatz offers contemplativeness and not kitsch.

Activities

- Press work
- Project “Kinder Krone” from the Christkindlmarkt on Vienna Rathausplatz

Press conference

The press conference took place on 14th November at 11:00 a.m. in Rathauskeller. communication matters was responsible for the contents and organization of the press kit.

Press releases

Four press releases were sent before, during and after the market in English and German. The Christmas market’s new logo, its uniform image, its transformation into a market with handicrafts and its exemplary waste separation were highlighted in all the press releases.

Project “Kinder Krone” from Christkindlmarkt on Vienna Rathausplatz

Facts and Figures

- Publishing period: 17th November to 24th December 2007, every Monday through Saturday
- Detailed production plan for everyone involved (activities from 12.30 p.m. to 5.30 p.m.)
- Participants: 12-14 children aged from 9 to 13
- Newspaper distribution via the “Kronen Zeitung” subscription stand, market stalls and children for a voluntary donation to the Christmas charity “Ein Funken Wärme”.

Implementation

Registration: appeal in the “Kronen Zeitung” - organization of registration and participation by communication matters and the “Kronen Zeitung”.

Briefing: information for City Hall security staff, market stallholders and organizers – issuing of telephone lists and information leaflets (ensuring perfect flow and the security of the children).

Equipping of editorial room and editors: space for editorial work provided by City Hall - three PCs with e-mail programs, internet access, and Word, as well as cameras, recording equipment and printers by the “Kronen Zeitung”. Yellow jackets with the “Kronen Zeitung” logo for the children.

Production: production of a test issue (e.g. for corrections).

Production of the “Kinder Krone”

Support: on-site support by communication matters and the “Kronen Zeitung” – three people focused on the children. The catering was by market stallholders and Christkindlmarkt staff.

Printing: Typo Druck Sares

Layouts: created by the “Kronen Zeitung” – the children wrote directly into the layout – support by graphic designers for photo editing.

Editing and publishing: on-site editing by editor – sent to printers – distribution of newspaper by the children at the subscription stand, info-stand and in the market.

Interviews: interview lists created by communication matters – interview partners: Provincial Governor and Mayor of Vienna Michael Häupl, Provincial Governor of Salzburg Gabi Burgstaller and Vienna City Councilor for Integration, Women, Consumer Protection and Personnel Sandra Frauenberger.

Success Controls

The goal of communication matters and the Vienna Provincial Committee for Market, Street and Travelling Trading was to demonstrate the contemplativeness of the Christkindlmarkt on Vienna Rathausplatz to all Christmas market visitors and offer young visitors an interesting workshop.

The Christkindlmarkt on Vienna Rathausplatz has come into the consciousness of the local population and improvements to the market have been noted by the Viennese through the idea of the “Kinder Krone” and the cooperation with the “Kronen Zeitung”, as well as through positive press reports.