

Title:

Country: Germany, RBB

Duration: 3'48''

Insert: **Director:** Aneta Panek

Camera: Michał Jaskulski

Editing: Mathias Itzel

The Polish plumber

At first sight, you cannot imagine that Kamila Karpinska has something to do with the „Polish plumber“ in Warsaw.

Quote Kamila Karpińska (Polish)

Manager of the „Polish plumber“

Kamila Karpińska, Polish plumber. Krzysiu, we have a new customer, come on!

The plumber company of Kamila Karpinska is named after its big idol that caused such a lot of havoc in France. Just like cheap Polish construction workers in Germany, cheap Polish plumbers are said to steal the jobs from the locals.

Quote Krzysztof Turowski (Polish)

Polish tourism organisation

This plumber that was invented by a French member of parliament was presented by the media as a threat from Poland. That is why we transformed this negative stereotype into a positive one. The plumber campaign has proven, among other things, that Poland is a young, open and clean country and on top of that, it is a country with a great sense of humour.

In the witty advertising campaign, a well-built construction worker says: “I will stay in Poland. Come here in droves!” And who could resist a man who is 1.92m tall with a charming look in his eyes? The fuss that was made by the French media has attracted international attention to Poland and Piotr Adamski became a star.

Quote Piotr Adamski (Polish)

Model

Due to this campaign, people, especially from abroad, have realized that there are no ice bears on the streets of Warsaw, but that Warsaw is a great, dynamic city that is vibrating.

The 21-year old Piotr Adamski, who has worked as a model for four years, comes from Bydgoszcz, which is called Bromberg in German. As the new face of Poland, he is showered with offers for advertising campaigns.

Quote Piotr Adamski (Polish)

I love to be a kind of postcard for our country. I can see myself in Paris, working of course not as a plumber but as a model.

After the success of the sexy plumber, they quickly created the attractive nurse. Against the background of Polish sights, both of them are supposed to attract tourists from abroad to Poland.

The “Polish nurse“ is called Bożena Szwarc. She is 22 years old, married and studies education at the University of Warsaw. On the side, she works in the editorial department of an internet magazine called “Wirtualna Polska“. For the advertising campaign she was voted the typical Polish woman amongst hundreds of applicants.

Quote Bożena Szwarc (Polish)

Model

I think that there are many different images of Polish women and various stereotypes. As far as I am concerned, it is possible that I somehow fit this image. I am independent, I have already founded my own family and I earn my living. Among many things, I work as a model. That is why I got the opportunity to be the “Polish nurse” in this campaign. With Poland you associate the pope, Wałęsa and the plumber!!!

As a matter of fact, the plumber caused furore. It is a new symbol for Polish wit, the media calls it the “plumber effect“, and not only Piotr Adamski owes his success to it. Kamila Karpińska who has a mobile plumber service throughout all of Poland, saw the big promotion effect for her company right away.

Quote Kamila Karpińska (Polish)

Manager of the „Polish plumber“

After all the fuss about the Polish plumber, we thought that it would be kind of funny to call our company the „Polish plumber“. The idea to call the company like that was a spontaneous reaction to the success of Piotr Adamski in Paris.

After the freedom fighter Lech Wałęsa and the pope Johannes-Paul II there are the stunningly beautiful nurse and the sexy plumber that are associated with Poland by the average European. Times have changed.

Text:

Man, I am beautiful!
