

Company: Ceramika Paradyż Sp z o.o., Opoczno, Poland

Company Description: Ceramika Paradyż is a Polish family company. The leader and the largest ceramic tile manufacturer in Poland and the showpiece of the Polish industry worldwide. For 3 decades, it has driven design creating innovative products with unique design and supreme quality, and delivering them to customers in more than 50 countries. The company has won the most prestigious awards in design and economy.

Nomination Category: Event Categories

Nomination Sub Category: Art, Entertainment & Public - Roadshow

Nomination Title: Paradyż Home Mobile Showroom – an innovative way to promote a new ceramic product

1. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

2. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 482 words used.



Background

For many years, ceramic industry marketing relied on traditional, low-engagement strategies that gradually lost their impact. Paradyż Home broke this pattern by launching an innovative Mobile Showroom that visits the customer. This bold concept brought the brand directly to consumers, showcasing products in high-traffic areas such as festivals, city centers, and shopping malls. The goal was not only to display ceramic tiles but also to shift how the product is perceived.

Objective

The main objective of the Mobile Showroom was to raise awareness about sintered stones – an innovative product introduced by Paradyż to the Polish market. Unlike traditional tiles, sintered stones combine the natural beauty of stone with modern technological solutions. The key challenge was educating customers on the benefits of using this product in their homes. We aimed to increase engagement, build emotional connections with the brand, and go beyond conventional promotion methods.

Execution

Launched in 2023 and continuing into 2024, the Mobile Showroom visited multiple key locations across Poland, reaching diverse target groups. Events included:

- Westfield Arkadia (Warsaw): mosaic workshops and live less-waste cooking shows – 45,000 visitors.
- Open'er Festival: creative workshops and live cooking on TRI-D sintered stone induction surfaces for Gen Z and Millennials – 65,000 visitors.
- Gdynia Design Days: expert panels and workshops for architects and B2B professionals – over 5,000 participants.
- United Arts Festival: mosaic workshops and live TV coverage on the morning show Dzień Dobry TVN – 3,000 participants.
- Wrocław Market Event: interior design consultations, family activities, and influencer meetings during the Dwarfs Festival – 15,000 visitors.
- Brand Ambassadors' Gosia Baczyńska's open fashion show in Wrocław, where the Mobile Showroom was the stage setting – 2,000 guests.
- Paradyż Harvest Festival: community engagement with 250 exhibitors and 40,000 attendees.
- Cersaie (Bologna): the world's top ceramic tile fair – 99,319 visitors.
- Warsaw Home: the largest interior design fair in Mazovia – 48,000 professionals from 54 countries.
- Visits to partner showrooms in 2024, such as ENANO in Bydgoszcz, hosting jewelry workshops – 10,000 attendees.

The showroom functioned as an interactive kitchen showcasing the versatility of TRI-D sintered stones. Guests experienced seamless cuts, invisible joints, and direct cooking on the stone surface. The space also offered expert workshops, free consultations with architects, and a creative zone for families.

Results

The Paradyż Mobile Showroom was a major marketing success:

- Over **330,000 visitors**, exceeding the 150,000 target by **120%**.
- **Brand recognition increased by 2.7 percentage points** (confirmed by independent research).
- Instagram **followers grew by 7%**, Facebook interactions rose **by 72%**.
- Increased B2B interest from stone manufacturers and construction professionals.
- Advertising value equivalent (AVE) reached PLN **8 million – 33% above target**.
- Winner of the "**Pearl of Ceramics**" industry award for innovation and excellence.

The Mobile Showroom is a benchmark for engaging, experiential marketing in the ceramic sector – transforming how sintered stones are introduced to customers.

3. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

SUMMARY VIDEO: <https://youtu.be/KE4g9gf1uqo>

MEDIA COVERAGE:

Video Coverage- TVN: https://youtu.be/G-r_wfnaAiw

<https://decoration.elle.pl/wnetrza/co-sie-dzialo-w-paradyz-home-podczas-gdynia-design-days/>

https://decoration.elle.pl/design/anna-tepinska-marcinek-opowiada-o-paradyz-home-i-spiekach-wielkoformatowych-tri-d/#google_vignette

<https://www.vogue.pl/a/mobilny-salon-paradyz-home-odwiedza-miasta-w-calej-polsce>

<https://www.vogue.pl/a/pokaz-gosi-baczynskiej-w-ramach-trasy-pop-upu-paradyz-home>

<https://www.whitemad.pl/maly-pawilon-z-wielkim-designem-paradyz-home-na-gdynia-design-days/>

https://www.propertydesign.pl/architektura/104/pop_up_znanego_polskiego_producenta_stanie_na_placu_solnym_we_wroclawiu

<https://viva.pl/styl-zycia/design/mobilna-kuchnia-paradyz-home-zachwyca-designem-i-przyciaga-atrakcjami-8011-r22/>

4. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

Attachments/Videos/Links:

[Paradyż Home Mobile Showroom – an innovative way to promote a new ceramic product](#)

No attachment available for this nomination.