



# OUR DESIGN YOUR PRICE

The first agency in the world where you pay  
for the design what you think it is worth.

R E P O R T

2 0 1 3 – 2 0 1 6

[www.paywhatyouwant.eu](http://www.paywhatyouwant.eu)  
[www.8k.com.pl](http://www.8k.com.pl)



**No matter how many calumets you smoke,  
you will never find a better deal.**

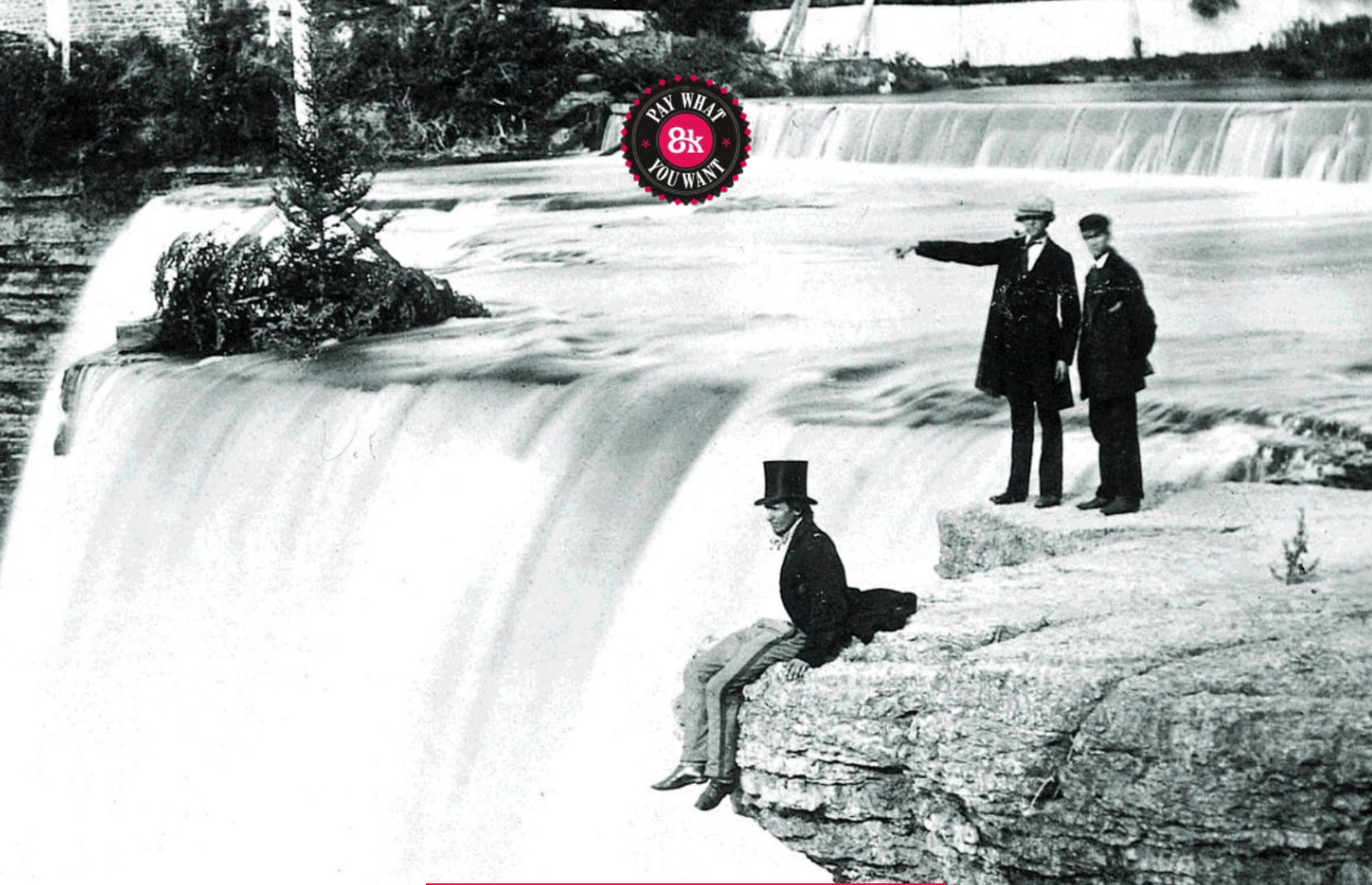
**Date:** November 3rd, 2013, approximately 3.30 pm

**Location:** Toruń, Poland

**Operation:** Introducing the Pay What You Want system

It's been a year since we allowed our clients to start paying however much they think our projects are worth. Let's begin by answering the crucial question: why did we do it? Well, we did it to acquire new clients from all over the world, plus we were curious about how people would react to that offer. We were venturing into the great unknown because not a single interactive agency has ever given their clients the option to decide about their prices. Obviously, we couldn't allow ourselves to be fully flexible when it came to big projects because that could leave us bankrupt. That is why we've decided to implement the PWYW system for smaller projects, such as logo creation, naming, business card design or coming up with slogan.





## How we planned it out

**Before we released the information about our new offer, it was necessary to take a few very important steps. And so, we:**

- developed a campaign plan
- prepared all essential materials
- built a website for our campaign: [www.paywhatyouwant.eu](http://www.paywhatyouwant.eu)
- compiled a database of media contacts
- sent out e-mails

All of it took over **160 hours** of intense work. After we were done, all that was left was to wait for a response.

The hours slowly turned to days,  
but on December 2nd, 2013 the long awaited moment arrived.

**We've got our first mention on PSFK.com!**

Things really took off from there!



We were mentioned in over 50 publications in the industry media worldwide  
- websites, blogs, newspapers. Even the French television picked up our story.

springwise.com  
YOUR ESSENTIAL FIX OF ENTREPRENEURIAL IDEAS



**ADWEEK**

**Hello**  
biz  
N°1 SUR LES NOUVELLES TENDANCES BUSINESS

**Branding**  
MAGAZINE

**ADFREAK**

ESMÁS DISEÑO.

**InformaBTL**  
Promociones, activaciones y below the line



**PAREDRO**  
Diseño estratégico, marketing & creatividad

**dsgnster**  
visually appealing inspiration

**TAXI**

**ns** new-startups.com

**MarketingOops!**

**trafficLIVE**  
Managing creative business online

**StartupStory**

**Bananity**

**BLUE BUS**

**CREAKOM**





## A bunch of stats:



Over **125 congratulatory emails** from all over the world - we've responded to every last one of them, which took us more than 11 hours.



**58211 visits paid to** [www.paywhatyouwant.eu](http://www.paywhatyouwant.eu) between December 2nd, 2013 and July 8nd, 2016



**Over 1450 Facebook shares, over 620 tweets, over 670 LinkedIn shares**



The average price amounted to **147 USD** per project



We've received **orders from 12 countries**. Most of them (45) were from the USA



Clients **accepted 81%** of our projects.  
The rest of them either didn't like our projects or simply failed to respond.



**36 clients** gave us further projects outside of the PWYW system

# Time to find out who was the most generous and who was rather stingy with their money.

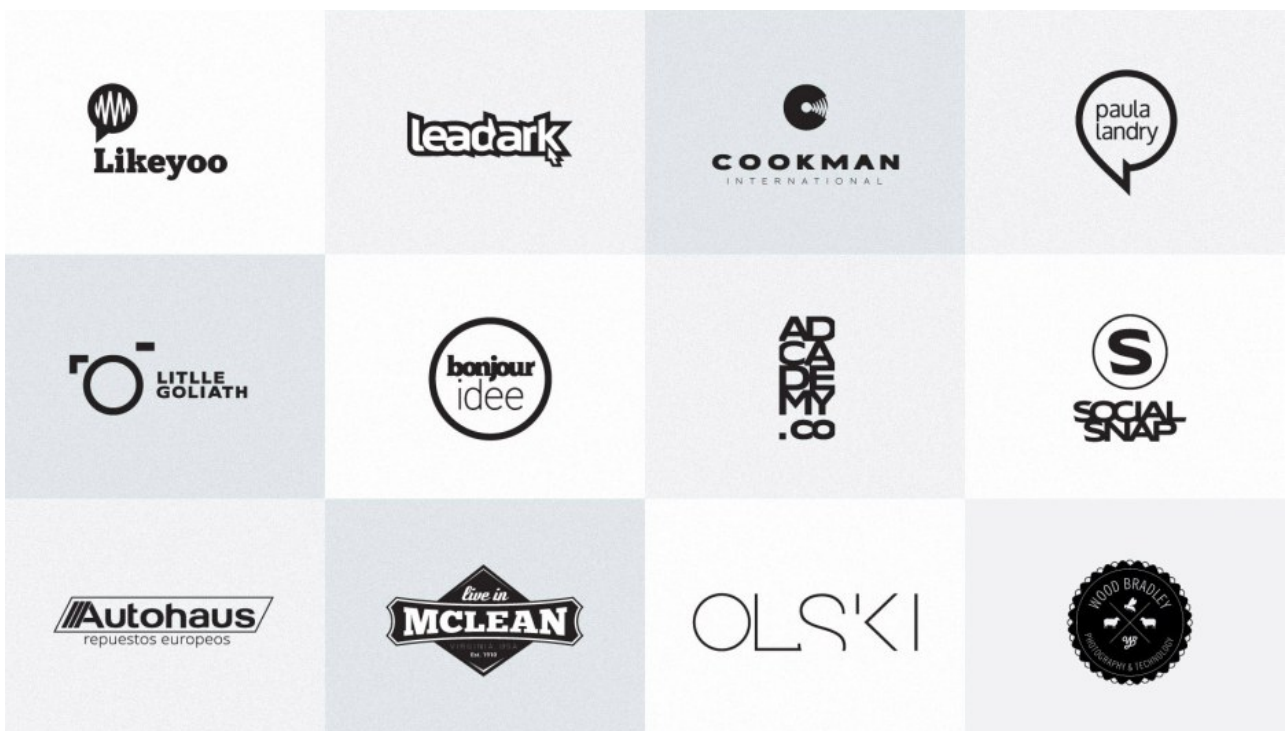
Clients from the following countries paid us the most:



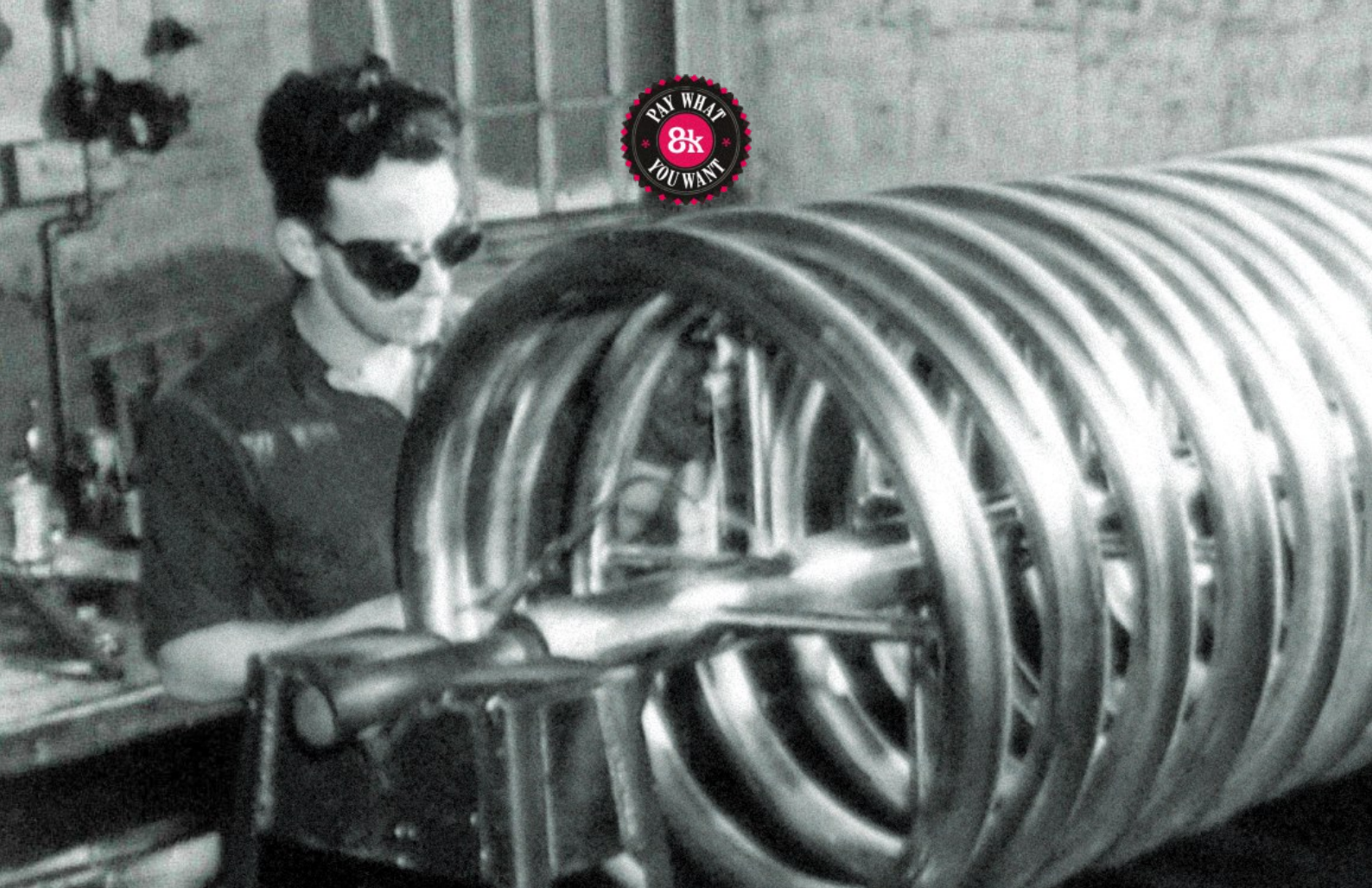
Clients from the following countries paid us the smallest amounts:



We made 175 projects  
**142 of them were logos.**







## Time for a few interesting numbers

3

- the number of men who told us they were going through a divorce which is why they pay us so little money
- the number of Clients who didn't want to pay via PWYW as they wanted to pay a fixed price
- the number of Russians who were not satisfied with our work

7

### **the number of days that passed since launching our campaign before:**

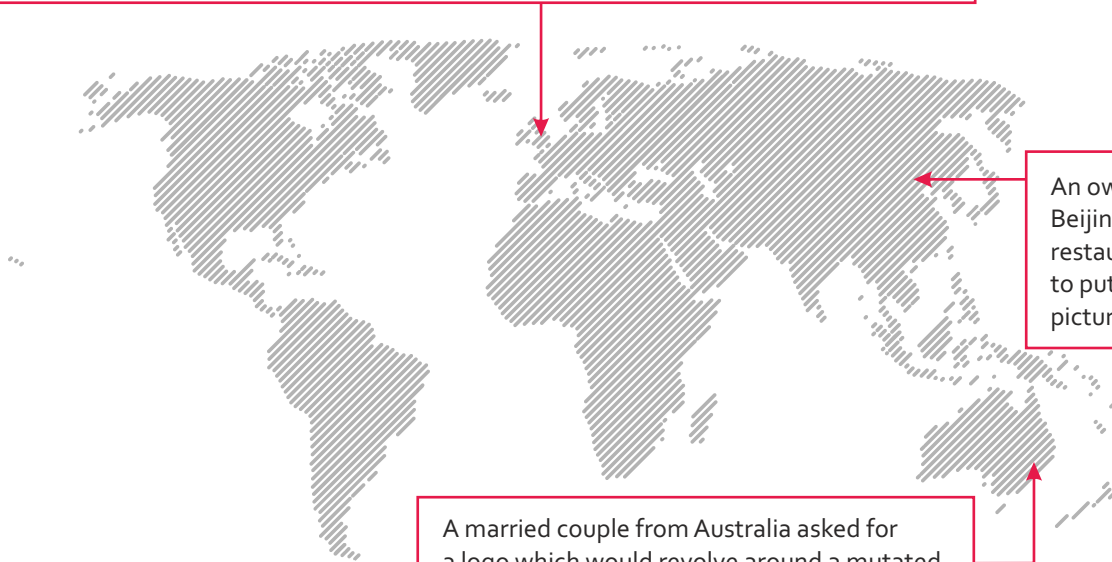
- we received our first franchising offer from India
- we were asked whether we accepted Bitcoin
- we received our first email containing the legendary ASAP abbreviation

9

- the number of awards and distinctions our paywhatyouwant.eu website won at various design competitions
- the number of days that passed before we spawned our first imitator - an agency from Ireland
- the number of email offers sent to us by a sellotape manufacturer from Hong Kong

## The most amazing ideas of our clients

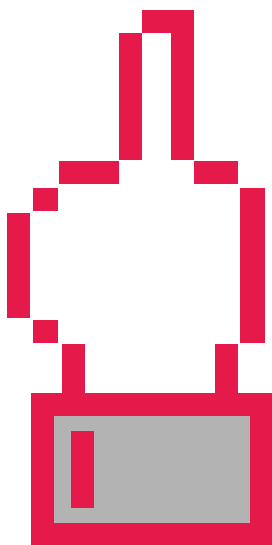
An online store owner from the UK asked us if we would renovate his house in the PWYW system - he must have heard about Polish construction workers who are renowned all over the world for their professionalism and work ethic.



An owner of a Beijing-based Thai restaurant wanted us to put his mother's picture in his logo.

A married couple from Australia asked for a logo which would revolve around a mutated bee with two sheep heads

**These days, there's no internet without haters.  
That's why it's only right that we mention them.**

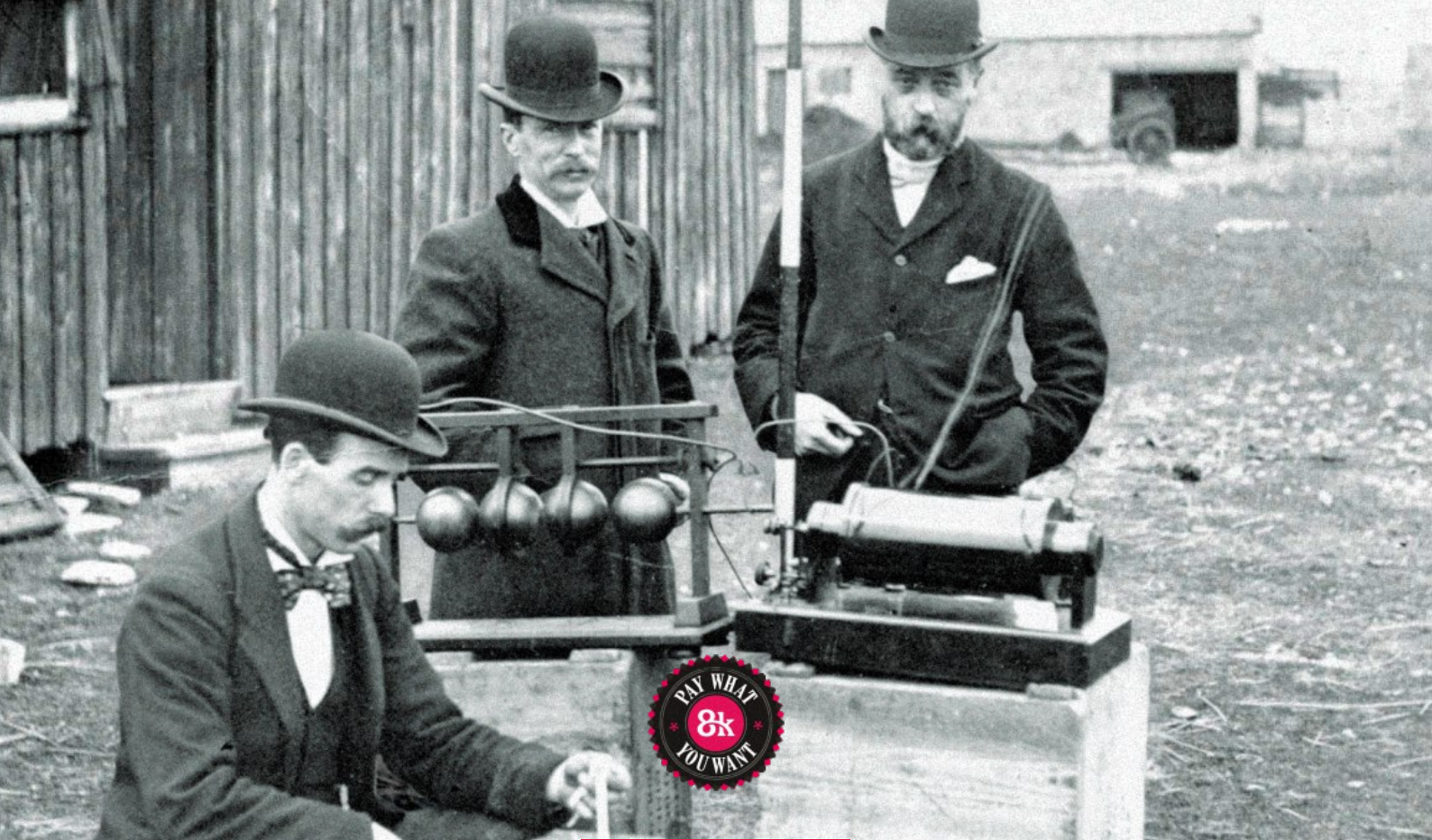


First recorded act of hating:  
**"Yeah, 50 cent websites are coming!"**

The most hateful comments talked about us ruining the market and demoralizing clients who are demoralized enough as it is.

Our award for **"the most bitter hater"** goes to an unidentified individual who complained that PWYW was outshining the legendary pizza-delivering Amazon drones.





## Summary

PWYW enabled us to land more than 130 new Clients. Our little agency managed to get recognition worldwide, without having to spend millions on marketing. Although most of the sums we have been paid were lower than our fixed prices, a few of the landed companies are still working with us and pay us good money for the projects we deliver. We probably never would have reached them if it wasn't for our campaign.

## Why did people like the idea of Pay What You Want?

**We've asked our clients why they decided to respond to our offer.  
These are the most popular responses:**



There's no risk. If a project isn't up to their standards, they can pay us a token dollar.



They wanted to try out our agency.



They could get a good project for a relatively low price.



**You can read more about our campaign  
on our official websites:**



[www.paywhatyouwant.eu](http://www.paywhatyouwant.eu)  
[www.8k.com.pl](http://www.8k.com.pl)

You can still hire us for projects and pay us whatever you think is fair.  
If you have any additional questions or if you simply want to work with us,  
don't hesitate to drop us a line:



**[biuro@8k.com.pl](mailto:biuro@8k.com.pl)**

Pay What You Want is only the beginning. Follow our Facebook page  
to receive information about our latest promotional campaigns.



**[www.facebook.com/8kgroup](http://www.facebook.com/8kgroup)**