

# Nordic Tourism Brand & Communications Plattform



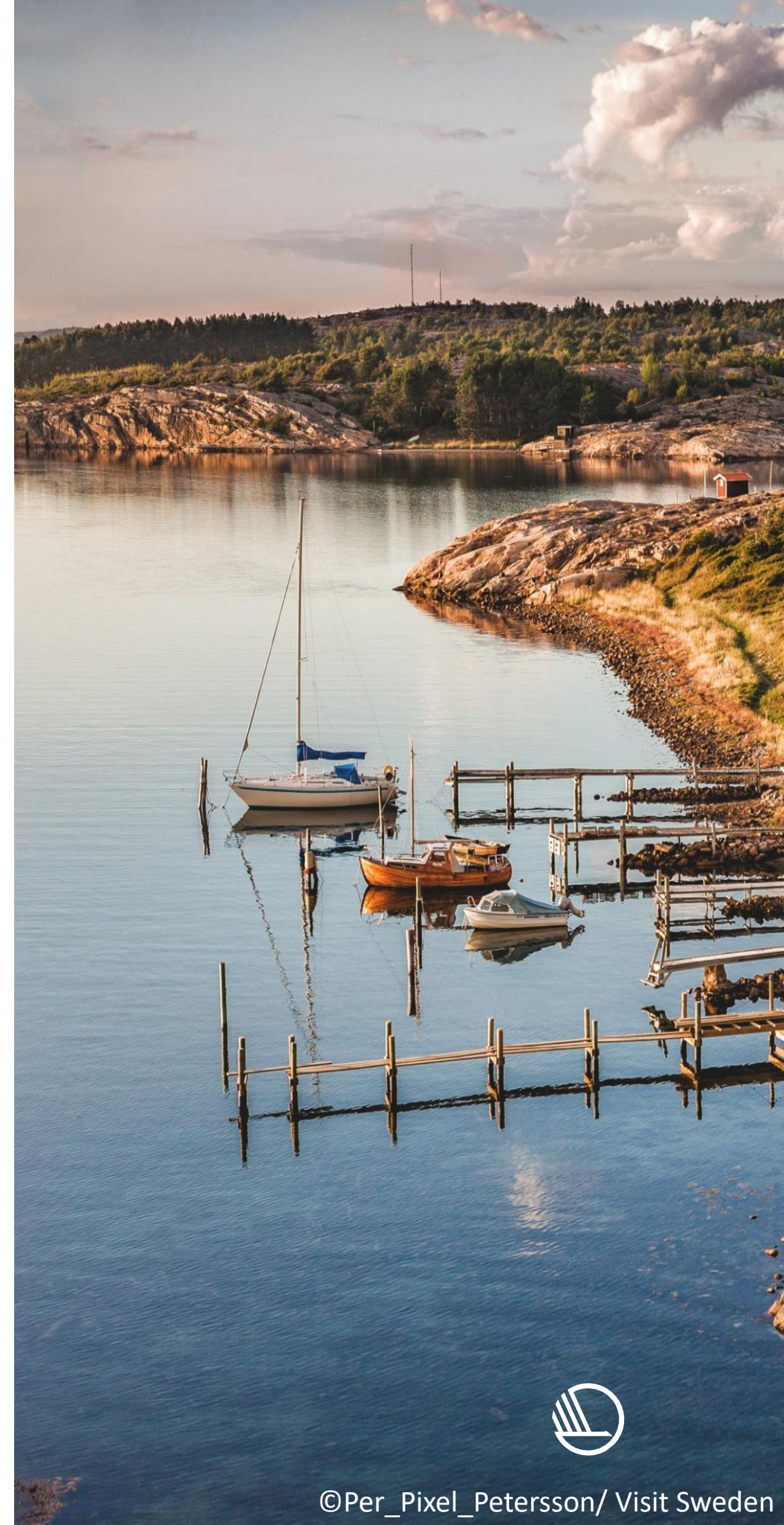
Nordisk  
Ministerråd

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# Purpose and Objectives



All Nordic National Visit organizations have their own platforms which strategically communicate and secure long-term growth to the respective markets. A platform for “The Nordics” as a general brand has been developed by the Nordic Council of Ministers. However, we lack a framework of tourism branding for the Nordic countries. The purpose of this work is to develop a common platform for the Nordic Tourism marketing organizations to be used for common marketing activities. This is mainly aimed for attracting tourists and for use in communication towards long-haul destinations, e.g. China, US and India.



# Prerequisites



To work, the Nordic Tourism brand & communication platform needs to harmonize with the national Visit communication platforms. It also needs to align with the “Nordics Brand Platform” initiated by the Nordic Council of Ministers. Finally, to be able to seamlessly work with the strategies of the Nordic Visit organizations, with sustainability in consideration.





# Target Group



Our target group is defined as “Explorers”. When they travel, they want to clear or broaden the mind and bring home new perspectives on ways of living, eating and creating. When they travel the “Explorer” wants to connect to the local culture, spend time in nature, they want to meet locals, eat local food and experience local traditions. Finally, nature is an important element in their lives and to live a sustainable life is important for them.





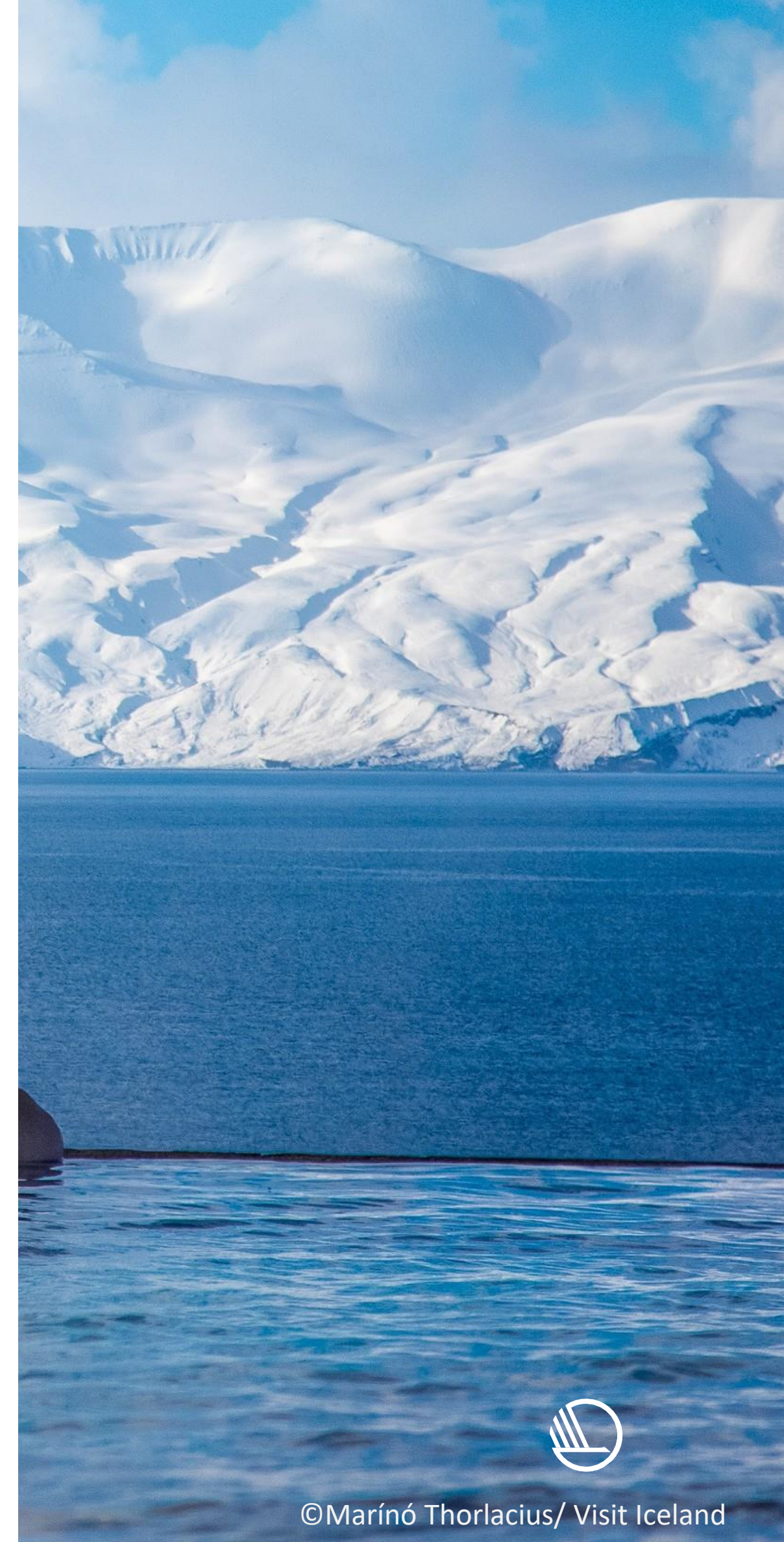


# 4 Core Values



The Nordics is a small but well-known region in the world. Many have heard about people and companies from the Nordics but not so many have visited or even found a reason to travel here. Therefore, it is important that we clearly state what we stand for as a destination and what our core values are.

The Core Values of the Nordic Tourism platform are **Open, Creative, Natural** and **Sustainable**.



Open



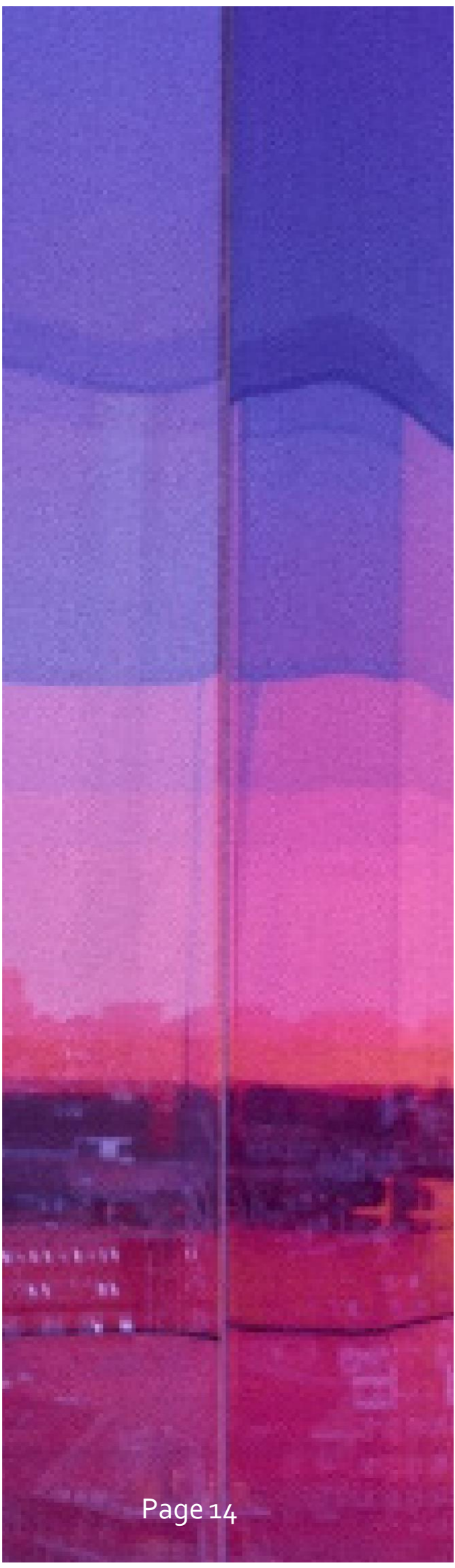


- A belief in everybody's right to express their opinions.
- An open and welcoming region that promotes diversity, equality and respect.
- Open minded travellers with an international mindset.
- A tolerant and creative atmosphere that creates opportunities for people of different backgrounds and ages.
- A society built on equality, which means for example shared parental leaves between partners, whether it is a man or a woman.

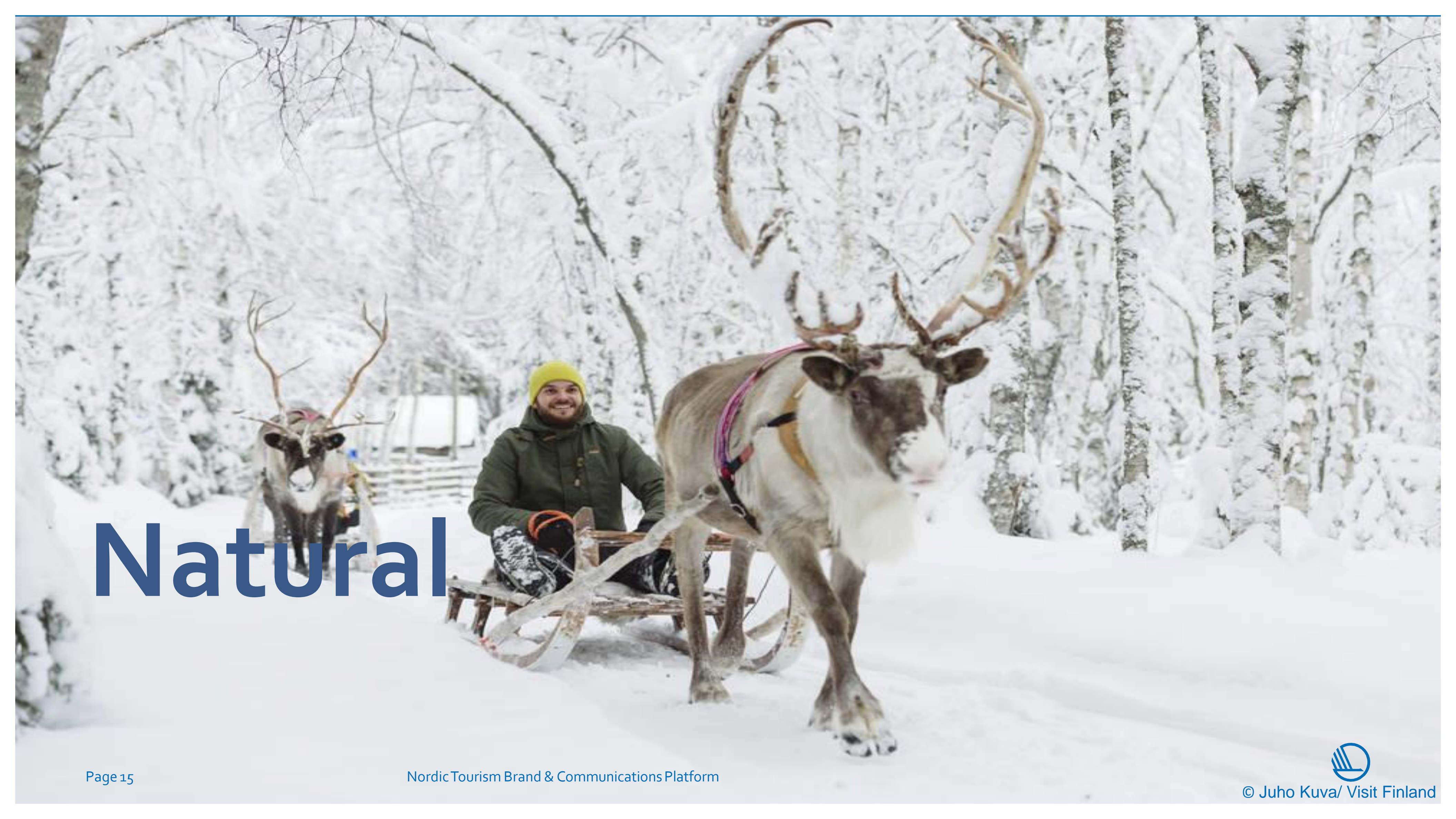


# Creative



- 
- The courage to experiment, adopt new approaches and to challenge prevailing truths and conventions.
  - A place where creativity has the opportunity to grow and where dreams and new ideas can be realized.
  - Groundbreaking trends in fashion, design, architecture, technology, music, film and the gaming industry.





# Natural




- “What you see is what you get” – No hidden agendas...
- Living traditions and cultural heritage
- Informal and authentic style
- Close relationships with nature and seasons; Northern Europe’s last wilderness



# Sustainable



- 
- Compassion, Tolerance and Conviction about the equal value of all people.
  - Sustainable management of the environment and development of natural resources.
  - Code of conduct and sustainable use of nature and places.
  - Democratic societies in the past 100 years.
  - International companies with good international reputation and long-term agendas.
  - The Nordic Lifestyle - where nature is protected and sustainability is naturally included.
  - Everything local is valued and protected (local production).



# Tone of Voice



When we want to attract tourists to the Nordic region, we always want the same voice to be heard.

This is our Tone of Voice:  
**Surprising, Fresh, Playful, Bold.**



# Surprising

**We want to always surprise in our communication – a new angle on the Nordics. A new reason to discover!**



# Fresh

**With inspiration from our nature – we present our lifestyle and our region from a healthy, sustainable and fresh perspective – Look what nature does to us!**





# Playful

Living up in the north has forced us to look at life from a positive point of view. We always communicate in a playful way - with a sparkle in the eye.

# Bold

**New ways of thinking, with focus  
on creativity and innovations – we  
dare to take a stand!**





# Strategic Advantages and USPs



When we communicate the Nordic brand, it is essential that we focus on areas where we, as a region, are competitively strong and that develop target group interest.

We have chosen three different areas:  
**Nature, People/Lifestyle** and **Food**.

In order to stand out from competition we want to differentiate ourselves by **Creativity**.



# Creative Nature



© August Dellert



©Marínó Thorlacius/ Visit Iceland

Humans interact with nature, learn from nature, eat what you can find in nature. Nordic Nature is never just a beautiful background.

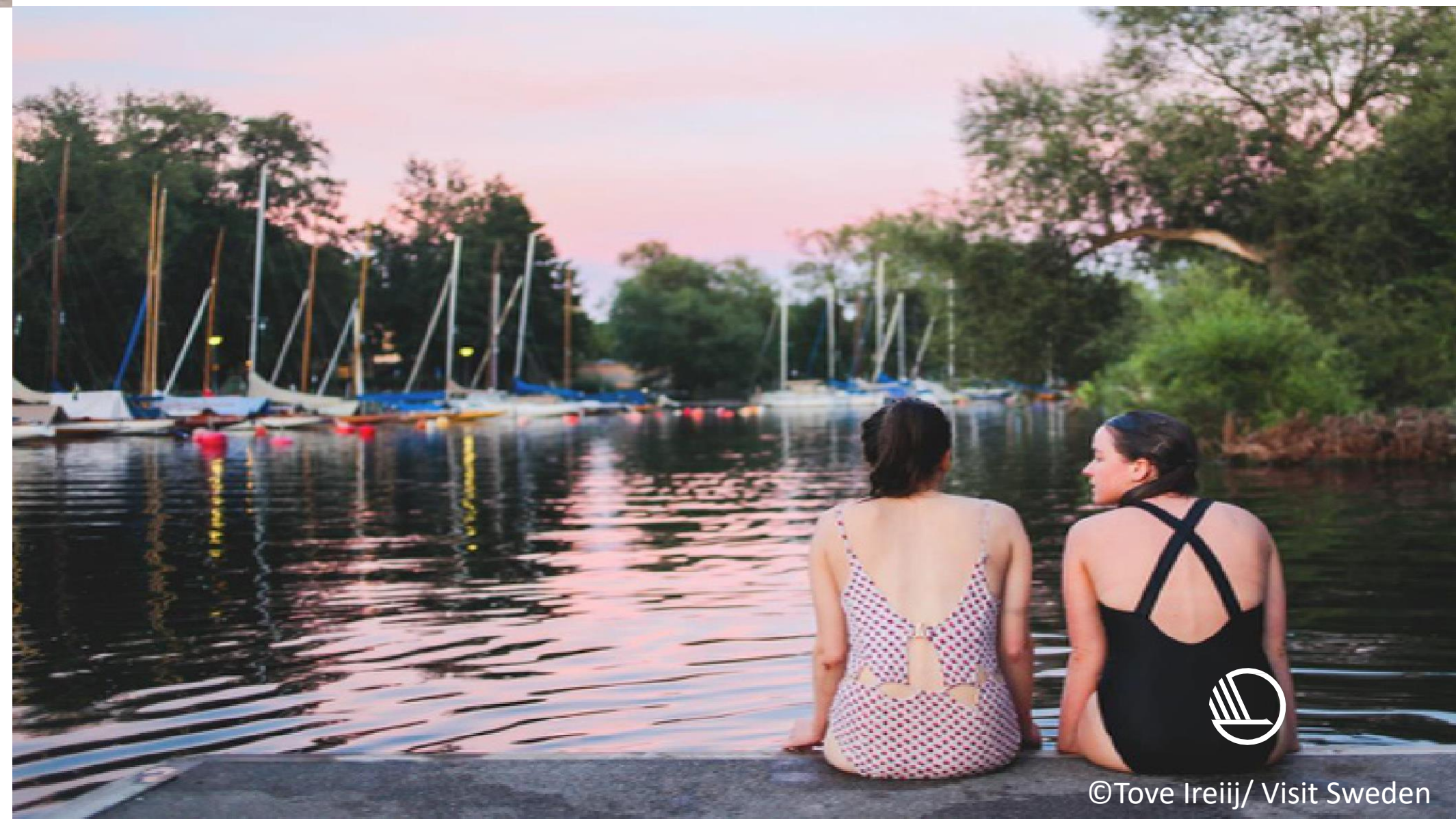




© Daniel Rasmussen/ Copenhagen Media Center.

Always a will to improve. Find new ways to live. Liveable cities where new techniques are tested and new lifestyles are created.

# Creative Lifestyle



# Creative Food



©Daniel Rasmussen/ Visit Denmark



Always new dimensions. Testing new trends. Finding new ingredients and way of cooking. Nordic Cuisine is something else!



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# Vision and Position



Our vision for the Nordic Tourism brand is to be the most important driver for the strategy **“Attractive Nordics”** in the Nordic Council of Ministers strategic plan.

We see New Zealand, Switzerland, Alaska, Canada, the Netherlands, Japan and Patagonia as the main competitors from the long-haul markets (USA/China/India) to the Nordics as a destination.

We want to stand out from competition. In order to take a competitive position that is long-term (and that harmonizes with our core values, our assets and the interest of the consumers), we have chosen a sharp position.



# “Human Nature Moments inspired by Nordic Lifestyle”

Our brand promise and our position for the Nordic Tourism brand is

This is what our “Explorers” will strive to be part of and what will make them travel to the Nordics.

(The Nordic position is not meant to be communicated to consumers. It is an inspiration for developing communications)





Nordic nature is not just spectacular and only breathtaking. What we offer is **“Moments in the human nature inspired by Nordic lifestyle”**.

**Examples:**

- ▶ You cook over an open fire together with locals in the forest of Rovaniemi
- ▶ You go for a swim in the middle of the night downtown Copenhagen – no one sees you
- ▶ You take the tram to Holmenkollen for a day of skiing – in urban nature
- ▶ You can warm up one of Iceland’s beautiful natural hot springs
- ▶ You go ice skating just in the center of the capital of Sweden – Stockholm
- ▶ Visit the Opera in Oslo; shaped as an iceberg where it lies in the Oslo fjord, and open for all to walk on the roof, as a symbol of the freedom to roam and Nordic lifestyle
- ▶ You can visit the Sami people, still living their traditional lives in harmony with the nature.
- ▶ The amazing architecture to be found along the 18 National Scenic Routes in Norway
- ▶ Restaurant “Under”; The new Michelin restaurant in Lindesnes, the most southern part of Norway, and Europe’s only underwater restaurant.
- ▶ Active lifestyle under the midnight sun in the north

- ▶ Take a taxi dogsled or the regular one to commute across the Nordic landscape
- ▶ Nordic lifestyle brings you back to basic (for the igloo photo and the hiker with northern lights and iceberg)
- ▶ Nordic lifestyle includes freedom to roam in our accessible nature
- ▶ You’re the captain of your own solar-powered boat in Copenhagen or Aalborg





▲ The Michelin starred restaurant Credo in Trondheim, which has photos of 5 cows in the restaurant; the five cows that supplies the dairy-products to the restaurants, living at a farm in the region outside the city. Fun fact: The head chef knows their names, and can taste which cow has supplied the cream

▶ You go island hopping on your bike in the many beautiful Nordic archipelagos

▶ You climb the migrating sand dunes of North Jutland's west coast at Råbjerg Mile

▶ You bring out your inner child in the house made of LEGO

▶ You wade into the sea and pick your own oysters for lunch

▶ You enjoy a Floating Art exhibition on the Vejele Fjord during the summer months

▶ You stroll along the wide, sandy beaches on the west coast – Nymindesgabet

▶ You taste and hear the stories of the eight seasons at Swedish Lapland Njalgge with a Sami Reindeer herder

▶ You get an endorphin kick in a nature spa by trying Ice Swimming in the Sea, Sauna Bathing at Ridersborgs Kallbadhus in Malmö, Arctic bath in Swedish Lapland or at Vårberg.

▶ You build your own timber raft and drift down the river Klarälven

▶ You try Arctic style glamping at Sapmi Nature Camp near Laponia World Heritage site.

▶ You discover St' Olavs trail the worlds northernmost pilgrimage

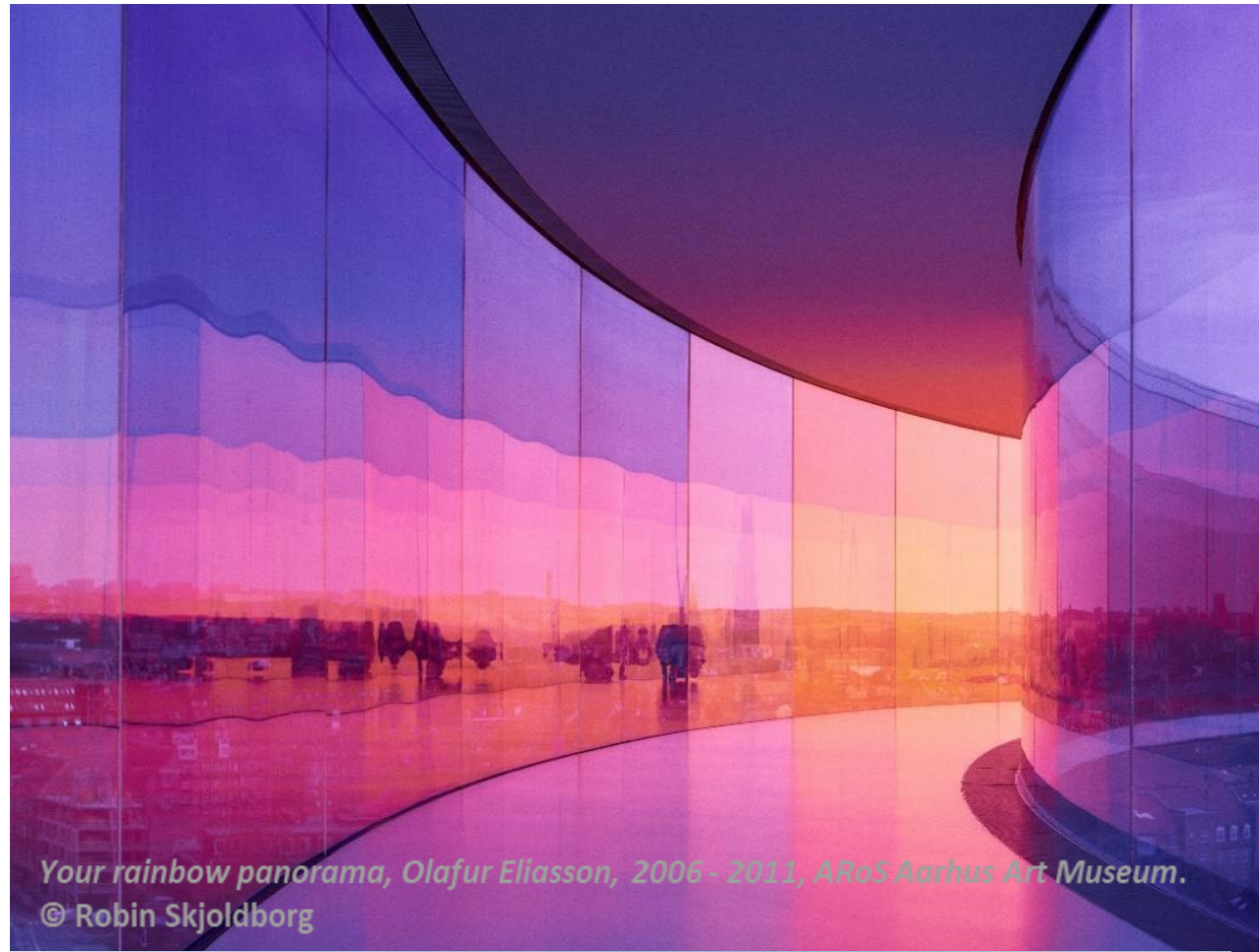
▶ You cook your catch at a shellfish safari in Bohuslän

▶ You take a meditative snowshoe tour in the Vendalen Mountains



# Moodboard





Your rainbow panorama, Olafur Eliasson, 2006 - 2011, ARoS Aarhus Art Museum.  
© Robin Skjoldborg



Find your calm and personal happiness in Finland  
© Julia Kivelä /Visit Finland.



Forage and cook in nature in edible country Sweden  
© August Dellert/ Visit Sweden.



Discover the fresh cuisine of Iceland © Marínó Thorlacius Visit Iceland



Four women sharing fun stories at an outdoor meal in Narsaq in South Greenland © Mads Pihl /Visit Greenland



Restaurant "Under"; The new Michelin restaurant in Lindesnes, the most southern part of Norway, and Europe's only underwater-restaurant. Ingredients found right outside the window and nature around the restaurants. © Ivar Kvaal/ Visit Norway

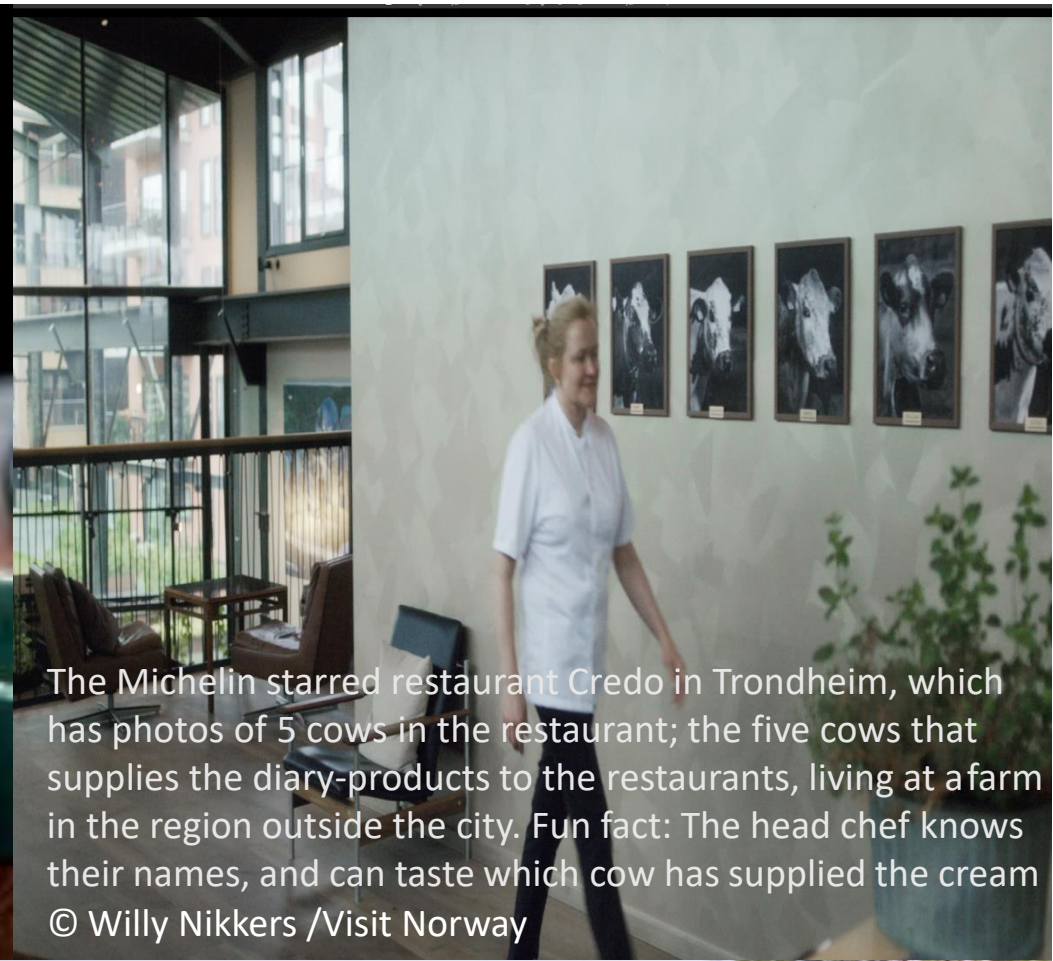




Nordic inclusivity and openness © Magne Furset /Visit Norway



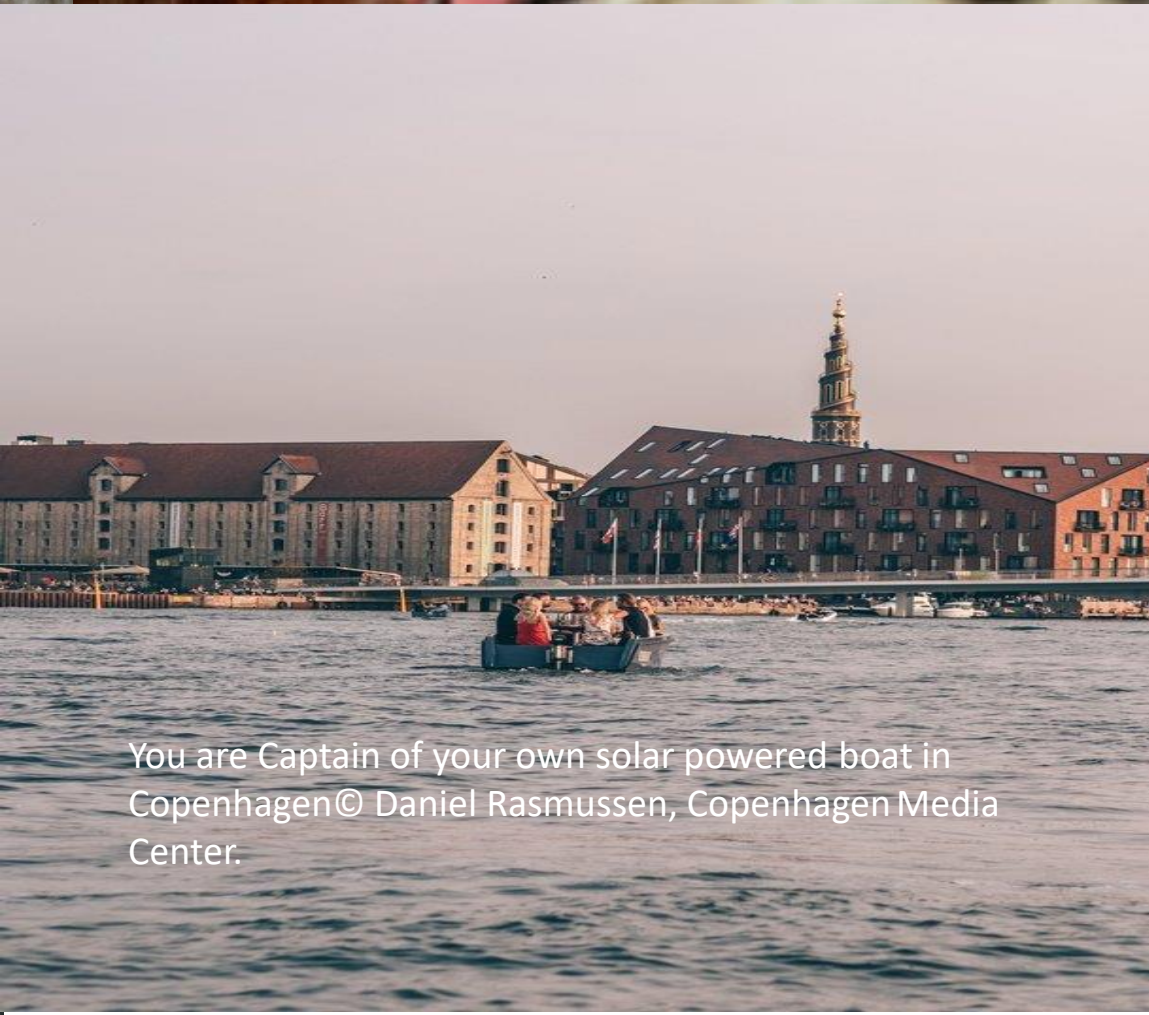
Cutting Mattak With an Ulu, the traditional women's knife © Lola Akinmade Åkerström /Visit Greenland.



The Michelin starred restaurant Credo in Trondheim, which has photos of 5 cows in the restaurant; the five cows that supplies the dairy-products to the restaurants, living at a farm in the region outside the city. Fun fact: The head chef knows their names, and can taste which cow has supplied the cream © Willy Nikkers /Visit Norway



You float in icy water in neoprene suit near the stern of the icebreaker in Kemi Finland. © Icebreaker Sampo/ Visit Finland



You are Captain of your own solar powered boat in Copenhagen © Daniel Rasmussen, Copenhagen Media Center.

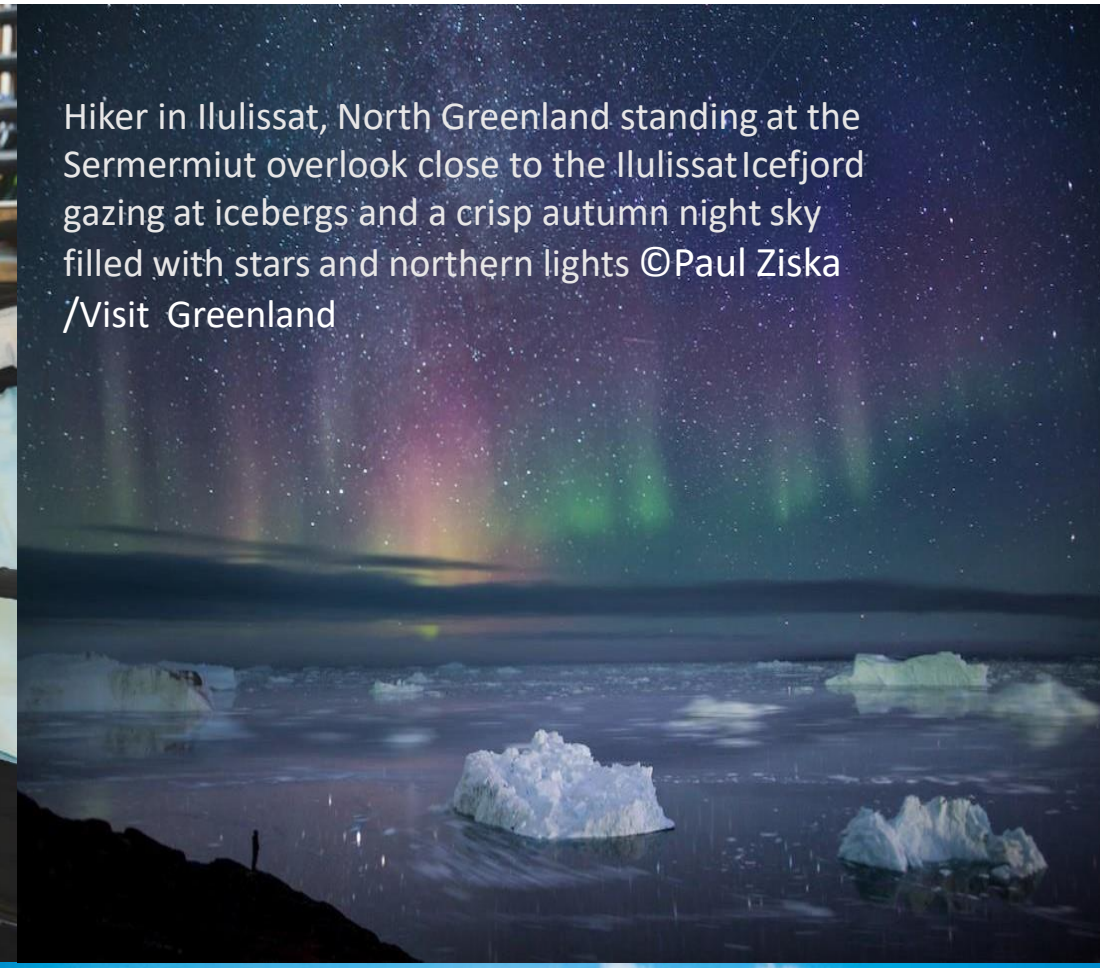


Enjoy a swim in the middle of a Nordic city © tove friij/ Visit Sweden





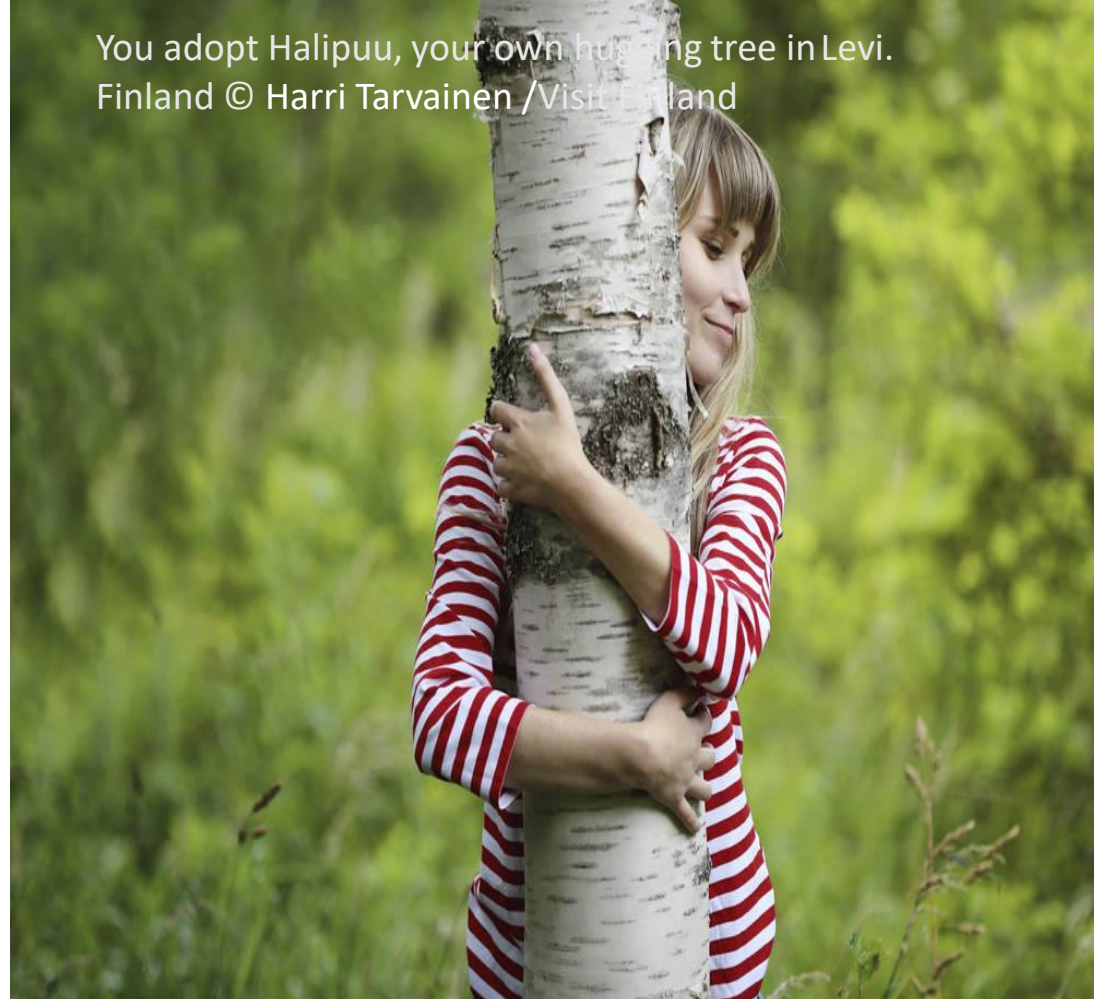
Enjoy Swedish Style Film Culture and Gender fluid Lifestyle © Susanne Walström/Visit Sweden



Hiker in Ilulissat, North Greenland standing at the Sermermiut overlook close to the Ilulissat Icefjord gazing at icebergs and a crisp autumn night sky filled with stars and northern lights ©Paul Ziska /Visit Greenland



The Opera in Oslo; shaped as an iceberg where it lies in the Oslo fjord, and open for all to walk on the roof, as a symbol of the freedom to roam and Nordic lifestyle © Didrick Stenersen/VisitOslo



You adopt Halipuu, your own hugging tree in Levi. Finland © Harri Tarvainen /Visit Finland



Swim in a hot natural pool in Iceland © Marínó Thorlacius/ Visit Iceland



Try the ecological hand crafted street food of Copenhagen. © Daniel Rasmussen/Visit Denmark



# Thank you!

