



At this very moment the music at the Vienna State Opera House is shivering down someone's spine. Why not yours?

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VIENNA
NOW OR NEVER



At this very moment someone's heart is being stolen in one of Europe's safest cities. Shame it's not yours.

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At this very moment, somebody is experiencing the spirit of Sisi in her bedroom. Too bad that's not possible in your bedroom.

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The persuasion strategy

Since each brand module and the communication goals formulated for them represents a claim that has not (yet) been verified, some persuasion is needed. The public must be persuaded that the claims are true through proof.

This happens with the help of a defined persuasion strategy. When well managed and effectively employed, the strategy will cause consumers to believe that they have come up with the ideas we want them to have of their own accord. It therefore causes the consumer to think the things that the persuader wants them to. In this context, we also see one of the basic principles of branding at work: cause and effect. If consumers reach their own conclusions and do not have the impression that they have been told what to think, their beliefs will be more inherent and considerably more secure. This means that communication goals can be achieved faster and are more firmly anchored. A variety of different strategies are used to this end.

One persuasion strategy employed in this new advertising campaign is **side-by-side evidence**. Consumers can form their own opinions based on an objective, observable comparison. They can compare their current situation to what is available in Vienna at the same time. Around the globe, people in their everyday lives can see what they could be experiencing “at this very moment” in Vienna. Comparison of the two situations is the structural element and is concluded with the new claim: “Vienna: Now or never.” It is therefore a comparison of moments. At this moment, you are missing ...

The campaign incorporates a persuasion strategy centered on facts. It does more than simply utilize a layout or a creative idea. There is a strategy behind it that can be used and maintained in many ways because it is infinitely variable. At this moment, you can experience something more exciting in Vienna than you can at home. That could be many things: a visit to Schönbrunn Palace, to the Vienna State Opera or a festival, a glass of Viennese wine at a wine tavern, a Guglhupf cake at a coffee house, etc. The new claim completes this persuasion strategy and puts it in a nutshell: “Vienna: Now or never”(at this very moment).