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THE VIENNA TOURIST BOARD'S NEW BRAND IDENTITY

Adding value with emotion

Strong brands create a clear, distinctive and relevant image in consumers' minds, and in doing so increase desirability. They are emotional constructs that exist in our heads and essentially create appeal through a clear position, going beyond the functional aspects of the product they represent, and generating added value through emotional attachment.

This is particularly important in tourism since travel decisions are primarily led by emotional motivation.



CREDITS

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From objectives to strategy

Given the complexity and diversity of a tourism brand, a clear and consistent brand image in all communications is a vital aspect of presenting a brand effectively.

Which is why the ViennaTouristBoard's objective is to further sharpen the focus within its marketing activities.

WE CAN ACHIEVE THIS BY

REACHING OUT
TO CLEARLY-DEFINED
TARGET GROUPS

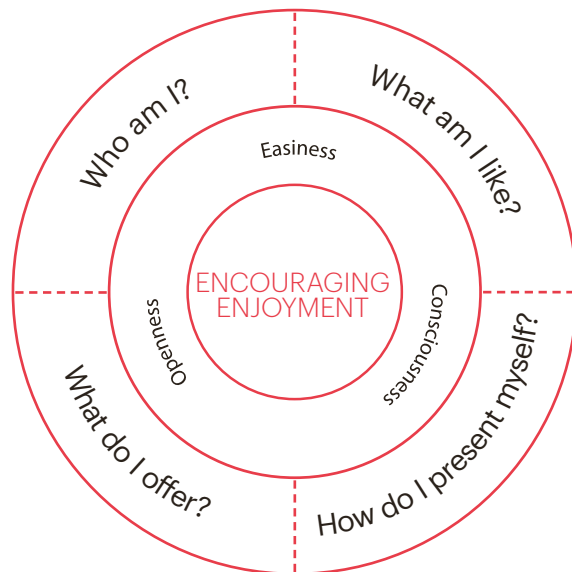
DEFINING THE
EMOTIONAL CORE
OF THE BRAND

The positioning of the brand is characteristically and authentically Viennese, clearly differentiated from competitors on the market and creates emotional resonance.

From strategy to brand core

In collaboration with Munich's Gruppe Nymphenburg the neuromarketing approach was selected to help develop strategic positioning.

Taking the existing brand definition as the starting point, the Vienna brand was subjected to a comprehensive analysis, which examined internal and external perceptions as well as leading competitor cities. Here, as at the stage of creative implementation, evolutionary thinking was at the forefront.



The brand core, "Encouraging Enjoyment", was at the heart of the new positioning. It defines the overarching stance of the Vienna brand, which is applied at an emotional level and covers the many different tourist sights, attractions and other aspects of the city. This approach supports focused global brand communications, which also underlines the capital's wide variety of attractions.

ENCOURAGING ENJOYMENT

This attitude reflects a freedom to consciously enjoy objects of interest in the city as well as moments. Vienna sets the stage for individual enjoyment and encourages its visitors to savor every moment of their stay according to their personal preferences and in all its rich variety.

The brand core value serves as an "invisible" strategic leitmotiv. It is creatively interpreted and brought to life in brand communications, and as such stands independently from the claim.

From brand core to brand benefit

To become relevant, a brand must demonstrate its social advantages. It refers to the target group's motives and needs that can be addressed by the product being offered. This is achieved by the emotional moments of enjoyment that Vienna delivers for its visitors. The functional advantages zero in on the city's diverse offering, which is bundled in the five assets of the Vienna brand.

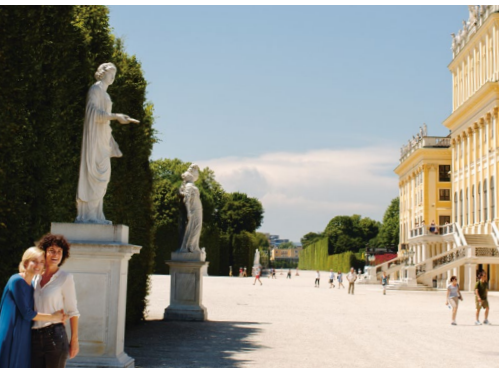
IMPERIAL HERITAGE

MUSIC AND CULTURAL
ATTRACTIONS

CULINARY CULTURE

GREEN VIENNA

MODERN, LIVABLE CITY



Enjoying Vienna's
imperial heritage

Enjoying Vienna's
musical and cultural
attractions



Enjoying Vienna's
culinary culture



Enjoying
green Vienna



Enjoying the
contemporary,
livable city



From brand positioning into the minds of the target groups

There are specific target group focuses depending on the market, to ensure that the various circumstances and the potential are used to the greatest possible effect.

When attempting to explain people's different behaviors, a deeper understanding of their circumstances, attitudes and motives is far more revealing than looking at purely socio-demographic factors. Which is why the ViennaTouristBoard is working with Limbic® types in the new brand strategy.

Four target groups have been identified as the most relevant globally for Vienna's brand communications, based on analysis of extensive market research data.

GLOBAL CORE TARGET GROUP

THE OPEN-MINDED

EMOTIONAL CORE:

ENJOYMENT, ACTIVE LIFESTYLE,
OPENNESS TO NEW THINGS

Members of the open-minded target group have an optimistic, active attitude and say yes to whatever life throws in their path. Enjoyment is more important than status. Cultured and appreciative of art, they like to consume and are open to new trends. They are particularly well informed when it comes to travel and are often asked for recommendations by other people. They have a predilection for city breaks, since they like discovering new things, and the majority of them take several short breaks a year. Although this target audience can be found in all demographic groups, they are more likely on average to be female, younger and better educated.

EXTEND GLOBAL CORE TARGET AUDIENCE

THE PERFORMERS

Most heavily represented in middle aged groups, this is a primarily male, higher-income target audience. Status and prestige are particularly important.

THE HEDONISTS

This young target group is always on the lookout for new experiences. Individualism and spontaneity are particularly important.

THE HARMONIZERS

This group is predominantly female and middle-aged. Harmonizers are particularly family-oriented and represent a broad demographic cross-section.

From theory to practice

The “Encouraging Enjoyment” brand core is made tangible by emotionally involving the person interacting with it. We focus on memorable emotions that are triggered by obvious moments of enjoyment. It is precisely these moments that make a trip to Vienna so unforgettable and ensure that the stay lives on as a positive memory.

LOGO AND CLAIM

Among its peers, Vienna stands out as the “cultivated jewel”. Taking our cue from this, we express the city’s premium self-image in our logo.

A moment of enjoyment that endures for ever: our slogan constitutes this notion, captured in words. It provides a thematic constant for our brand communications.

The separator in the center of the slogan references a Wiener Werkstätte trademark symbol and provides a visual break, representing a pause to savor a moment of enjoyment. The lack of punctuation at the end symbolizes that this moment lives on forever in our thoughts.

V I E N N A
N O W ◆ F O R E V E R

THE CORPORATE DESIGN

Our new corporate design unites several brand codes in a flexible, recognizable pattern of communication. A so called letterframe captures the individual moments of Vienna, and the Framefont continues this idea on a visual level, enabling a lively dynamic design that interacts with the content of the image and provides a departure from traditional thinking in terms of predetermined positioning of elements.

The more open and softer Vienna red and the selected typography further emphasize the brand's independence.



Letterframe

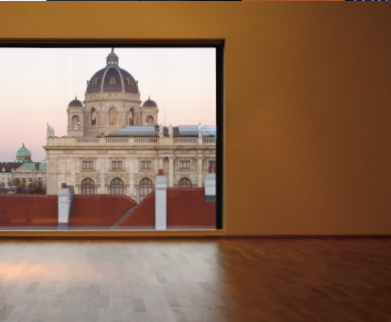
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REV
F R V R
FO ER

Framefont

THE VISUALS

We show people in a moment of enjoyment. The human presence can also be felt in detail shots. Vienna is set as a stage and is tangible in every image. The photography captures the moment and tells stories. Some images are more active, some are more observational.

The images appear genuine and fresh, are full of life and allow the beholder to feel the beauty and elegance of the city. Our color scheme is rich in contrasts, open and contributes to a calm and harmonious composition.



THE CENTRAL IDEA

Vienna offers the experiences of a major world capital, without the stress factors associated with a major world capital.

This easygoingness is also expressed by the central communicative idea – as numerous personal moments of enjoyment that can only be experienced in Vienna. However, instead of telling our target audience which moments of enjoyment await them in the city, we trigger their imagination – by inviting them to join in the experience of enjoyment being savored by a person in Vienna.

This means that every contact with the brand establishes an emotional connection to the person experiencing it.

THE HEADLINE SYSTEM

Like the slogan – our headline system plays with punctuation. In tandem with images, it creates a story in the reader's mind and expresses the desire to visit Vienna.

The first part communicates on a kind of factual level:

“Where am I?”, “What am I doing?”, “What can I see?”.

The second part conveys the sensory enjoyment level and touches on the feelings triggered by the moment being experienced.

The lack of punctuation at the end symbolizes that this moment lives on forever in our thoughts.



Danube Canal

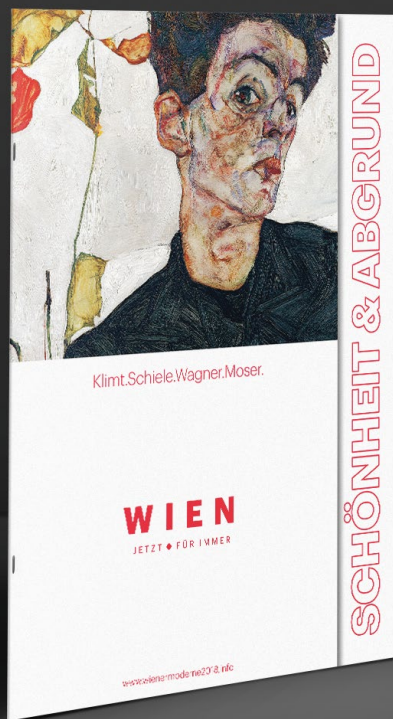
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Even if you live somewhere else

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GLANCE





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