

Brand Norway as a tourist destination

The main purpose of the Norway Brand is to provide rules, guidelines and inspiration for how the Norway Brand should look and be communicated as a tourist destination.

The Norway Brand is to be used in product development, marketing and sale of Norway as a tourism destination, or to create interest in, and build the reputation of Norway as a tourism destination.

The Norway Brand consists of two parts:

Firstly, the **Brand Platform** which is the story about Norway as a tourist destination. This is about the content of the brand (values, unique selling points, brand promise etc.).

Secondly, the **Brand Identity** which is how the Norway Brand as a tourist destination is visually presented. In others words; this is about the form of the Norway Brand (logos, fonts, layout etc.).

Executive summary

Mission:

Increase value creation and sustainability for Norwegian tourism

Vision:

By 2018, Norway will have a sustainable travel and tourism industry that succeeds in attracting nature-loving explorers who seek accessible and strong experiences in spectacular nature

Our promise to the tourists:

The most dramatic and rich fjord and coastal experience in the world

Norway's target group:

Explorers – Their main motivation for travelling is to explore new territories; nature, culture, local life, food and traditions. They also want to gain new energy and to broaden their horizons

Norway's unique selling points:

- Spectacular fjords, coast and natural phenomena
- Fresh seafood and coastal specialities
- Nature-based activities
- Thriving coastal culture

Brand values:

Fresh – Real – Adventurous – Open-minded

This is encapsulated in the pay-off

NORWAY POWERED BY NATURE

Opportunities for Norway's competitive positioning

To strengthen the Norway brand we need to

Identify consumers needs when choosing a holiday

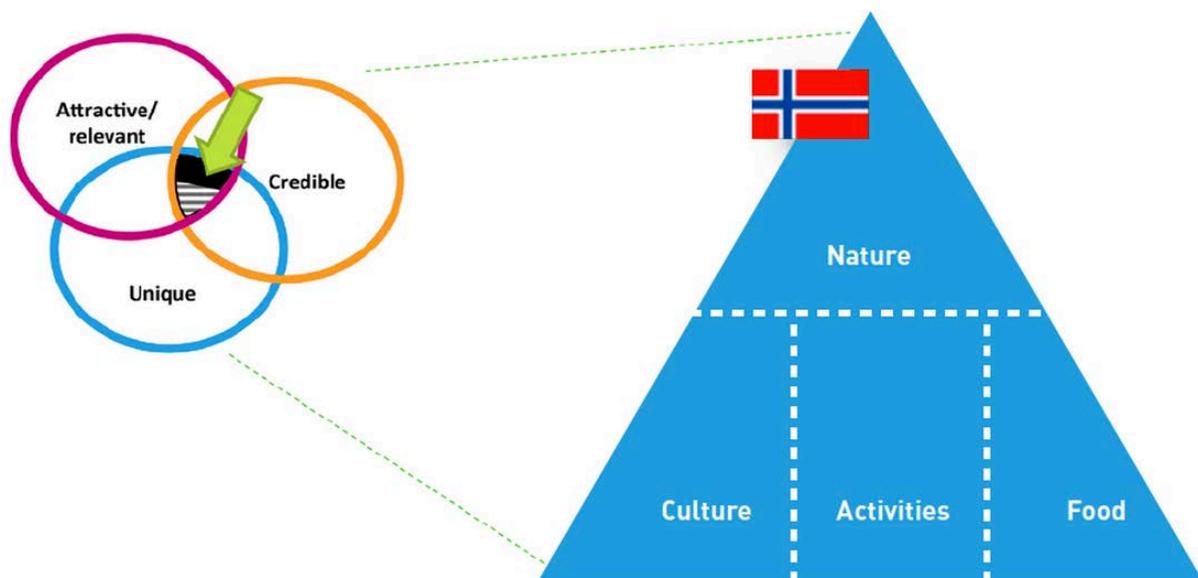
Which Norway can credibly deliver on

Where Norway is unique

– This defines the opportunities for Norway's competitive position

Defining Norway's position

Nature remains our key selling point, but we must identify the most unique and attractive part of Norway's nature and enhance what it offers with culture, activities and food – areas we know are important to our target group



Brand Platform

The brand strategy should form the basis for everything:

- A destination brand refers to a destination's competitive identity. It is what makes the destination distinctive and memorable. It differentiates a country from all others, and it is the foundation of international competitiveness.
- The Norway brand represents the core essence of Norway as a tourist destination; its values, brand promise and its unique selling points.
- The way in which the brand is presented might differ for different target groups, but our core brand values and unique selling proposition, like someone's personality, are essentially always the same.
- The brand platform forms the basis for everything the Norway brand does – product and destination development, sales and market communication.
- The purpose of the brand platform is to be a guide for everybody working in developing or selling Norway as a holiday destination to ensure we always live up to our brand promise.

“The most dramatic and rich fjord and coastal experience in the world”

Mission and Vision

Mission

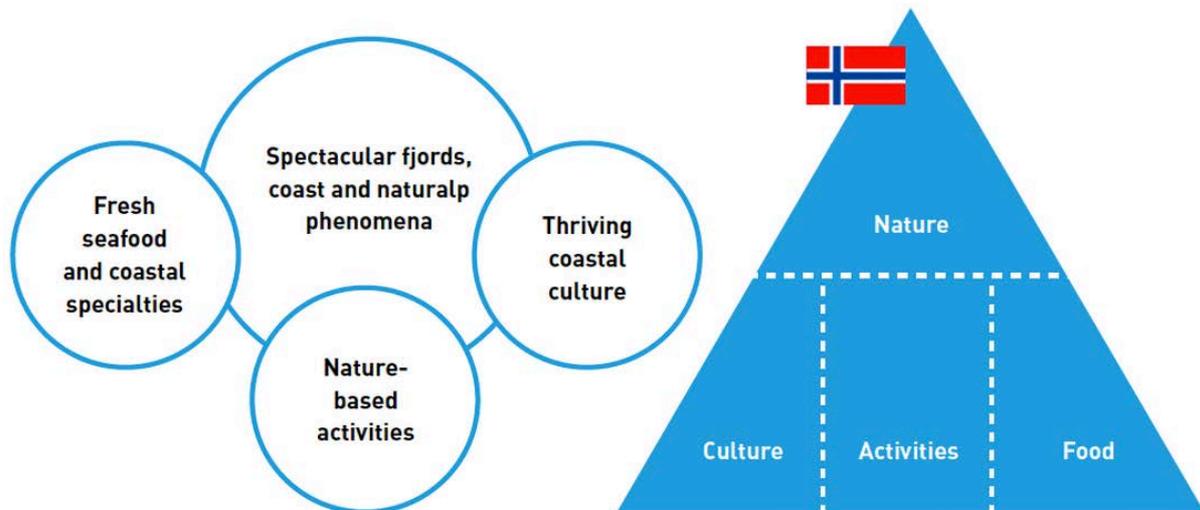
Increase value creation and sustainability for Norwegian tourism.

Vision

By 2018, Norway will have a sustainable travel and tourism industry that succeeds in attracting nature-loving explorers, who seek accessible and strong experiences in spectacular nature.

Brand Norway is defined by four areas where it is credible, relevant and unique

Unique selling points: Brand Norway is defined by four areas where it is credible, relevant and unique. We have four unique selling propositions, all of which add up to a tourist experience that creates lasting memories. The Norway brand is defined by the following credible, relevant and unique areas:



The evidence that makes our position credible, attractive and unique

Fjords, coast and natural phenomena:

Norway is defined by her long coastline and proximity to the sea. The narrow fjords cutting deep into the heart of the country, the steep majestic mountains soaring straight up from the sea and the world's most beautiful archipelagos make up a dramatic landscape of sea and mountains that is more spectacular than anywhere else in the world. The dramatic qualities of nature are underlined by the play of light and dark, day and night, by the Midnight Sun and the Northern Lights and by the climatic extremes from the Arctic to the south of Norway. The coast is never far away in Norway. It is a public space for everyone to enjoy. Norwegian infrastructure is modern and well developed, making it easy for everyone to get around and experience nature.

Nature-based activities:

Norway offers nearly unlimited opportunities to interact with and get close to dramatic nature. The wide variety of activities on offer, from gentle to the more extreme, provide unfiltered experiences and create a direct and immediate link between man and nature.

Seafood and coastal specialties:

For centuries, the sea has been the main source of food in Norway. Access to an abundance of fresh raw produce is the basis for an authentic and constantly developing marine food culture renowned for the quality of its ingredients, fresh from the sea. The coastal climate also creates prime conditions for lamb, fruit, berries and other fresh and natural produce that owe their quality and flavour to nature itself. Gastronomic experiences are plentiful, provided by Norway's many internationally renowned chefs or by quality-conscious cooks who represent the local food culture.

Thriving coastal culture:

The relationship between Norwegians and Norwegian nature is instinctive and strong. Norwegians are outdoor people who make active use of their stunning surroundings to engage in activities that stimulate body and mind. The long coastline has naturally made the Norwegian a fisherman, boat-builder and seafarer. There is an unbroken seafaring tradition from the Viking Age to Norway's position today as a leading maritime nation. Today, this long tradition and distinctive culture comes to life every day in the many thriving cities and communities along the coast, which, through centuries, have been based on respect for nature's bounty and have provided the foundation for clearly defined social values.

Target group: Explorers**What they look for:**

Norway's target group is explorers. Their main motivation for travelling is to explore new territories; nature, culture, local life, food and traditions. They also want to gain new energy and to broaden their horizon.

Who they are: They tend to be well educated, are seasoned travellers, technology savvy and travel without children.

Active explorers:

This group tends to favour physical active experiences in nature such as hiking, cycling, fishing etc. They are usually found in markets closer to Norway.

Curious explorers:

This group seeks more cultural content in addition to nature experiences and favour sightseeing, roundtrips and city trips. They look to increase their cultural capital.