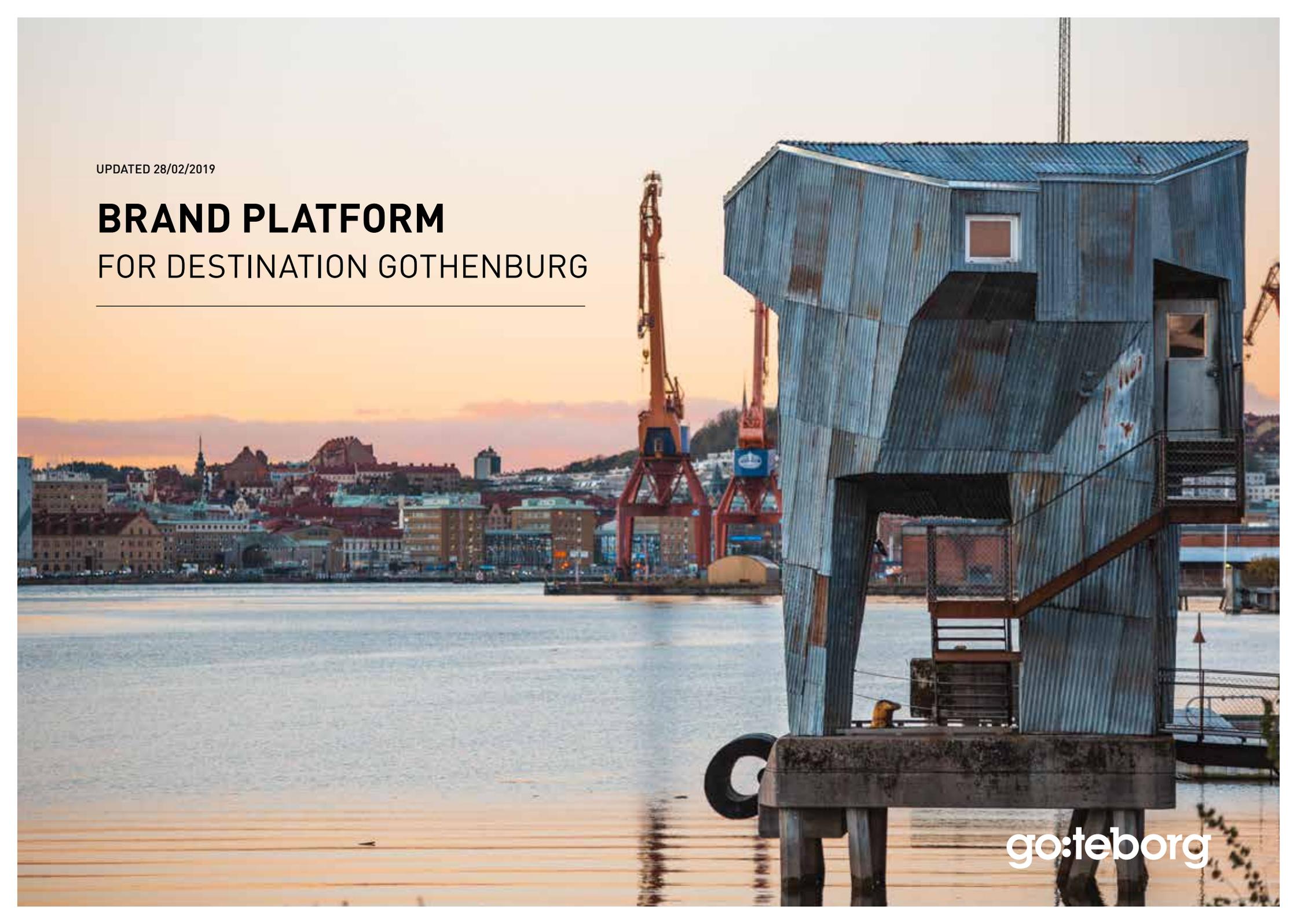


UPDATED 28/02/2019

# BRAND PLATFORM

## FOR DESTINATION GOTHENBURG

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A photograph of a blue, rusted metal structure on a pier in Gothenburg, Sweden, with a cityscape and harbor in the background. The structure is a multi-level, industrial-style building made of corrugated metal, situated on a concrete pier. In the background, the harbor is visible with several large red cranes and a cityscape under a sunset sky. The water is calm, reflecting the sky and the city lights.

go:teborg

# WELCOME!

This brand platform is based on an extensive analysis carried out by Visit Sweden and Göteborg & Co during 2018. On the following pages you can read more about the key findings that have resulted from this collective effort.

## **Why do we need a common brand platform?**

By basing our communications on knowledge of the destination and our target groups we increase our chances of creating a clear and attractive image of Gothenburg that not only benefits the hospitality industry, but also the long-term development of the city for all of us that live here. Our destination has many attractions, and when our communication is matched to the interests and knowledge of our target groups, we make it easier for them to choose and discover Gothenburg. We have also chosen to include several of the key strengths of Sweden as a whole, such as progressiveness, in a new way.



# UNDERSTANDING OUR TARGET GROUPS

Picture the scene: you are standing in a hotel lobby in Mumbai, India, and you meet a well-dressed man in his fifties. He asks you where you are from. Gothenburg, you say, quickly adding Sweden – because to be honest it is quite likely that he has not heard of Gothenburg.

The man says that he is planning a trip to Europe in autumn and asks if you think that Gothenburg is worth a visit for him and his partner. You naturally think it is.

You work in the visitor industry and know that Gothenburg is a wonderful city. The only problem is that you're not sure what to say about the city or what makes it so special. What would persuade someone who comes from such a vibrant and multifaceted place to choose Gothenburg? Our im-

pressive skyscrapers suddenly feel a little underwhelming, our shopping streets not quite so full of life and our restaurants less colourful. But then the world-wise Indian gentleman rescues you. He asks insightful questions about Swedish traditions, paternity leave and Swedish "fika" – what's that all about? So you are back on track.

And when you think about it, we also have an exciting restaurant scene – especially for someone who comes from a very different culture. Our shopping streets may not have such teeming crowds, but the city by the sea may be very appealing to someone who comes from a place with one of the highest population densities in the world. What about our architecture? It's actually unique to us – just think of our unique timber houses known as "Landshövdingehus" or our world-famous Swedish functionalism!

On the way home you sit next to a Norwegian family. They ask you questions about Gothenburg too. They have heard of Liseberg amusement park and the Universeum Science Centre, and have visited the city several times before. Have there been any changes since they were there last? Yes, a lot of very popular restaurants have opened in the Linné-staden district, as well as several new shops around Magasinsgatan. We've also got a new outdoor swimming pool and a sauna in the middle of town. They really should come and visit again soon.

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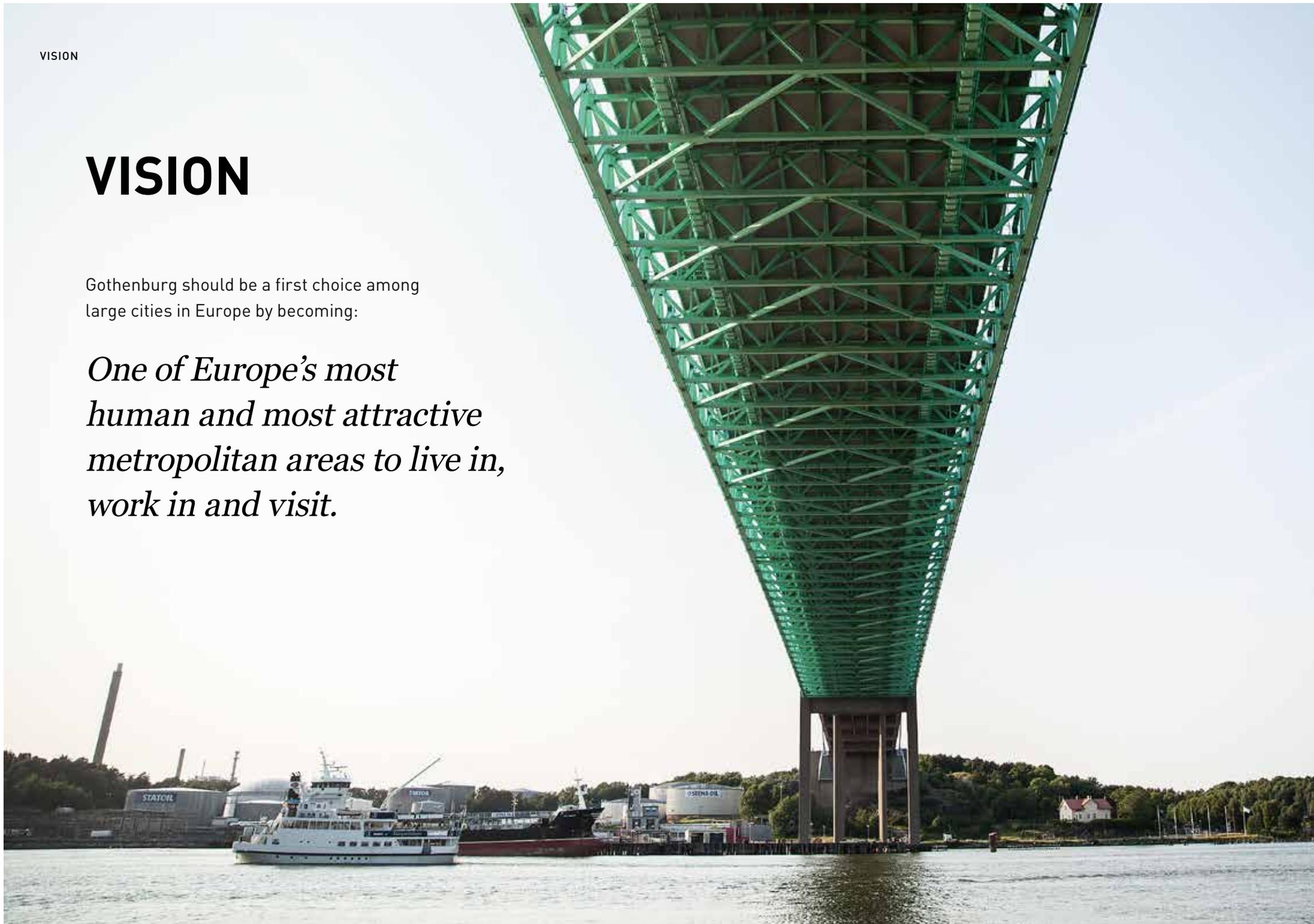
This little story illustrates in short why we need to see our ourselves through other people's eyes. The Indian man belongs to the target group of curious travellers, while the Norwegian family are holiday hedonists. Read on to learn more about how we can attract both groups of people.

VISION

# VISION

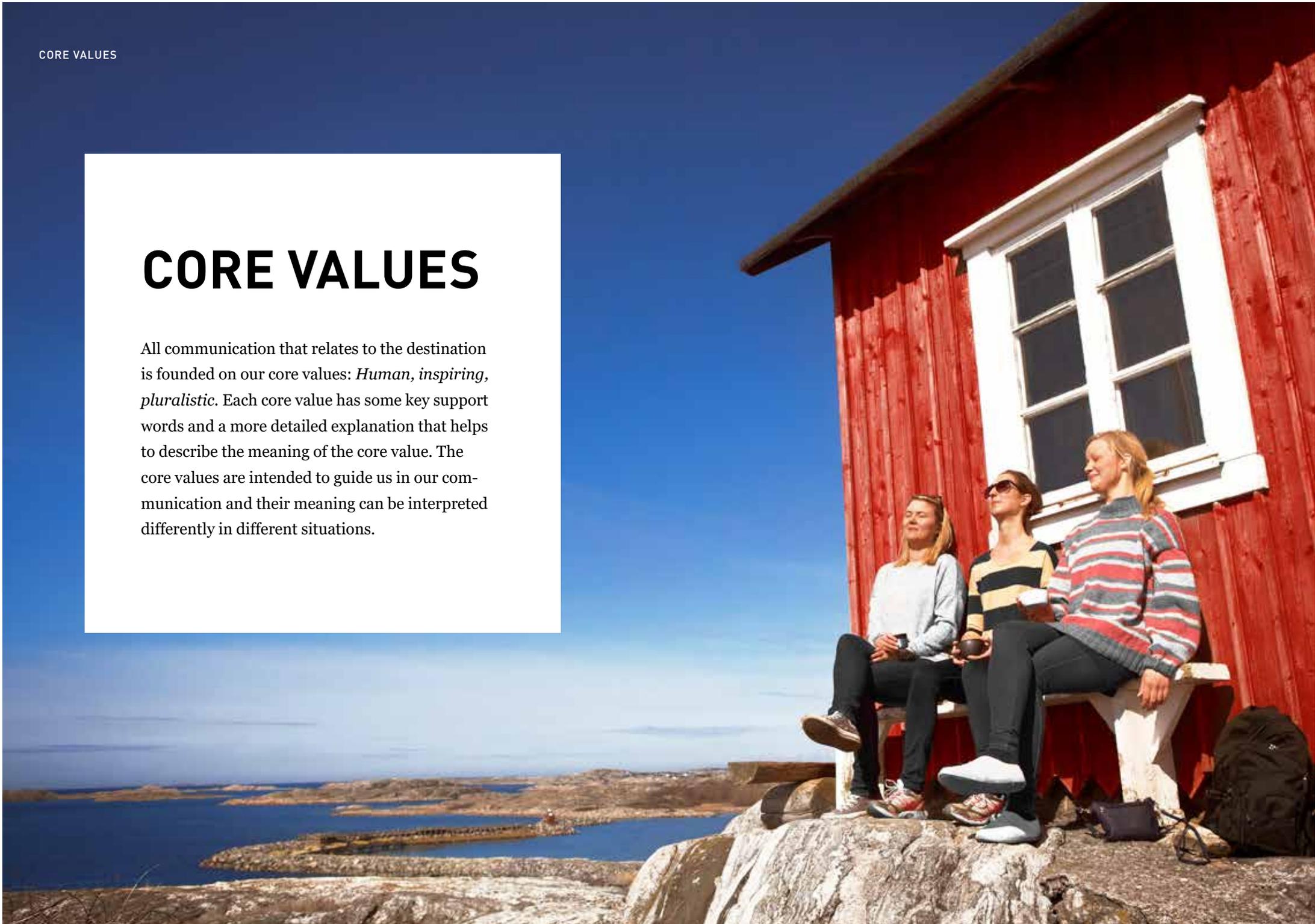
Gothenburg should be a first choice among large cities in Europe by becoming:

*One of Europe's most human and most attractive metropolitan areas to live in, work in and visit.*



# CORE VALUES

All communication that relates to the destination is founded on our core values: *Human, inspiring, pluralistic*. Each core value has some key support words and a more detailed explanation that helps to describe the meaning of the core value. The core values are intended to guide us in our communication and their meaning can be interpreted differently in different situations.





## Human

### **Warm, friendly, open, welcoming**

Sights and experiences are all well and good. But Gothenburg has one quality that really stands out. It's something that many people praise highly. Call it warmth, thoughtfulness, compassion or just plain talkativeness – there is something about the people of Gothenburg that makes people feel happy and welcome here. Openness is also a feature of the city's cultural scene and business culture. The curiosity of the people of Gothenburg and their willingness to share makes you feel at home in the city very quickly – whether you are here for a day or a lifetime.



## Inspiring

### **Rebellious, innovative, dynamic, full of confidence in the future**

Gothenburg is not a global metropolis. It is not even a capital city. Even so, we are a destination that makes an impact on big issues. We are the rebellious little sister who is leading the way in sustainability. Gothenburg is the little town with the big music scene, a vibrant restaurant culture and a throbbing heart. Call it delusions of grandeur if you want – but we believe that everything is possible. And we do it together.



## Pluralistic

### **International, versatile, changing, progressive**

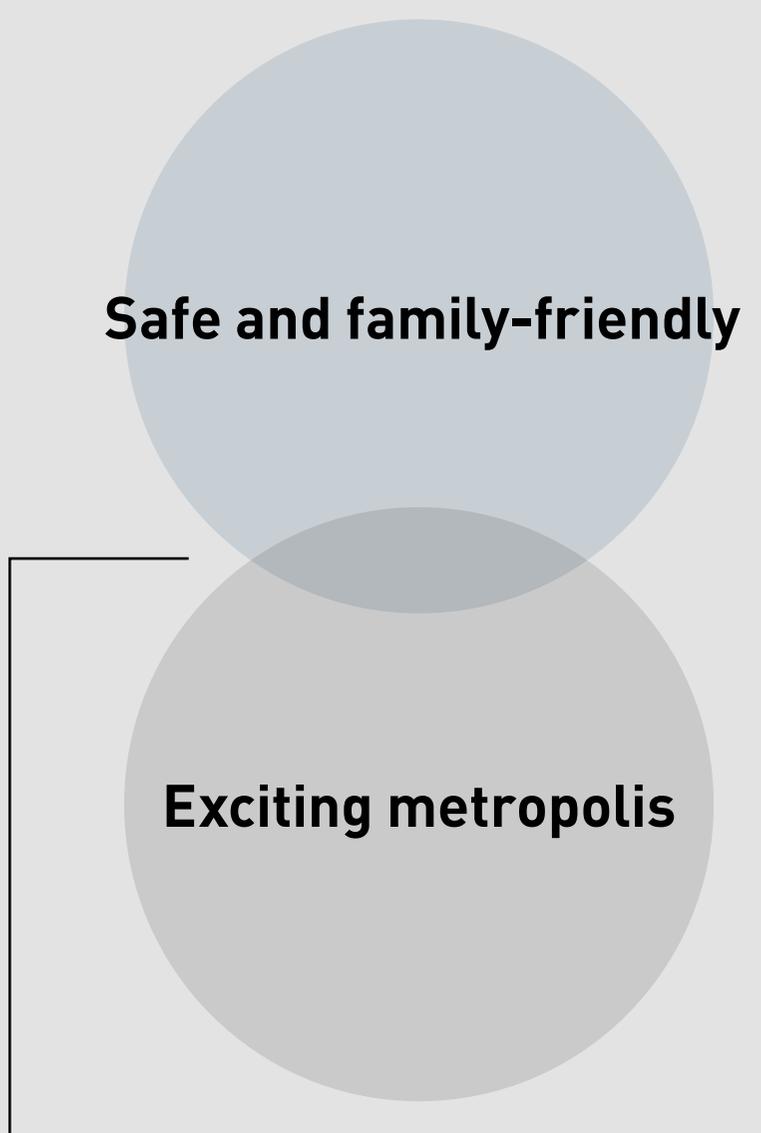
The true nature of Gothenburg cannot be captured in a single sentence. Our city is constantly changing and is shaped by everyone who lives here and by all our visitors. Gothenburg was originally built to open up Sweden to the world, and today it is still a city that is growing and surprising people. We don't just have one city centre – we have several. We don't just have one restaurant scene – we have many. A visit to Gothenburg can be a million different things, and that's what makes it so exciting.

# POSITION

Establishing a position means gaining a place in people's awareness – so that they associate Destination Gothenburg with something specific. Based on our insights about our target groups and offerings, we want Gothenburg to be associated just as much with exciting experiences as with welcoming people.

Historically, it is our people and our friendliness that have helped us stand out from the competition. We want to maintain that special appeal, while also becoming even better at advertising what a cool and exciting city Gothenburg really is.

Gothenburg is seen today as a friendly, open and welcoming destination that is also active, multifaceted and vibrant, and has plenty to offer most target groups. Gothenburg's clearest advantage over other big destinations in Scandinavia is that it is seen as the best destination for families. Over the period 2011–2016, Gothenburg's image has evolved – from open, friendly and welcoming to somewhat more surprising and exciting.



**Safe and family-friendly**

**Exciting metropolis**

Our position is the ideal balance between being an exciting metropolis and the best metropolitan destination in Scandinavia for families with children.

## OUR POSITION

Cool Place / Warm People. This is what we want people to think when they hear the name Gothenburg. The double meaning of the word cool (chilly/trendsetting) allows us to communicate our northerly location in Europe and our cooler seasons in new and appealing ways. Our success in creating these associations is closely linked to the way we describe the destination; the images we choose and the emotions we evoke.



# TARGET GROUPS

By analysing various geographical markets, Visit Sweden has identified an affluent and well-travelled target group with good potential to choose Sweden as a destination.

This target group is *the global traveller*. The global traveller is a globally aware group that travels widely. They are always on the hunt for new destinations and there is strong potential to attract them to Sweden. They make more trips abroad than average, have a higher income and higher education level, and are more likely to be big city dwellers than those who are not global travellers.

Overall, 70 percent of the population in Visit Sweden's marketing areas are global travellers. Nine out of ten of them are interested in travelling to Sweden on holiday. In order to target our communications even more accurately, we divide global travellers into various sub-groups, each of which has different incentives for holidaying in Sweden. For Destination Gothenburg, two of these sub-groups are especially interesting: *the curious traveller* and *the holiday hedonist*.

## The global traveller



9 out of 10 are interested in travelling to Sweden on holiday



global travellers



## THE CURIOUS TRAVELLER



## THE HOLIDAY HEDONIST

# THE CURIOUS TRAVELLER

The inquisitive explorer's image of Sweden is dominated by nature and lifestyle, combined with independent thinking and innovation. Creative aspects such as design, fashion, music and film are strong elements in this group's overall image of Sweden. This group enjoys surprises and new experiences, and their curiosity means that they want to experience new cities, learn new things and see and do a lot. The curious traveller wants to experience our Swedish lifestyle, culture and traditions. They are attracted by cities with entertainment, restaurants and museums, and enjoy outdoor experiences, activities and a diverse range of cuisine.

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## Passion points



Food & Drink



People/Life-  
styles



Nature



Culture



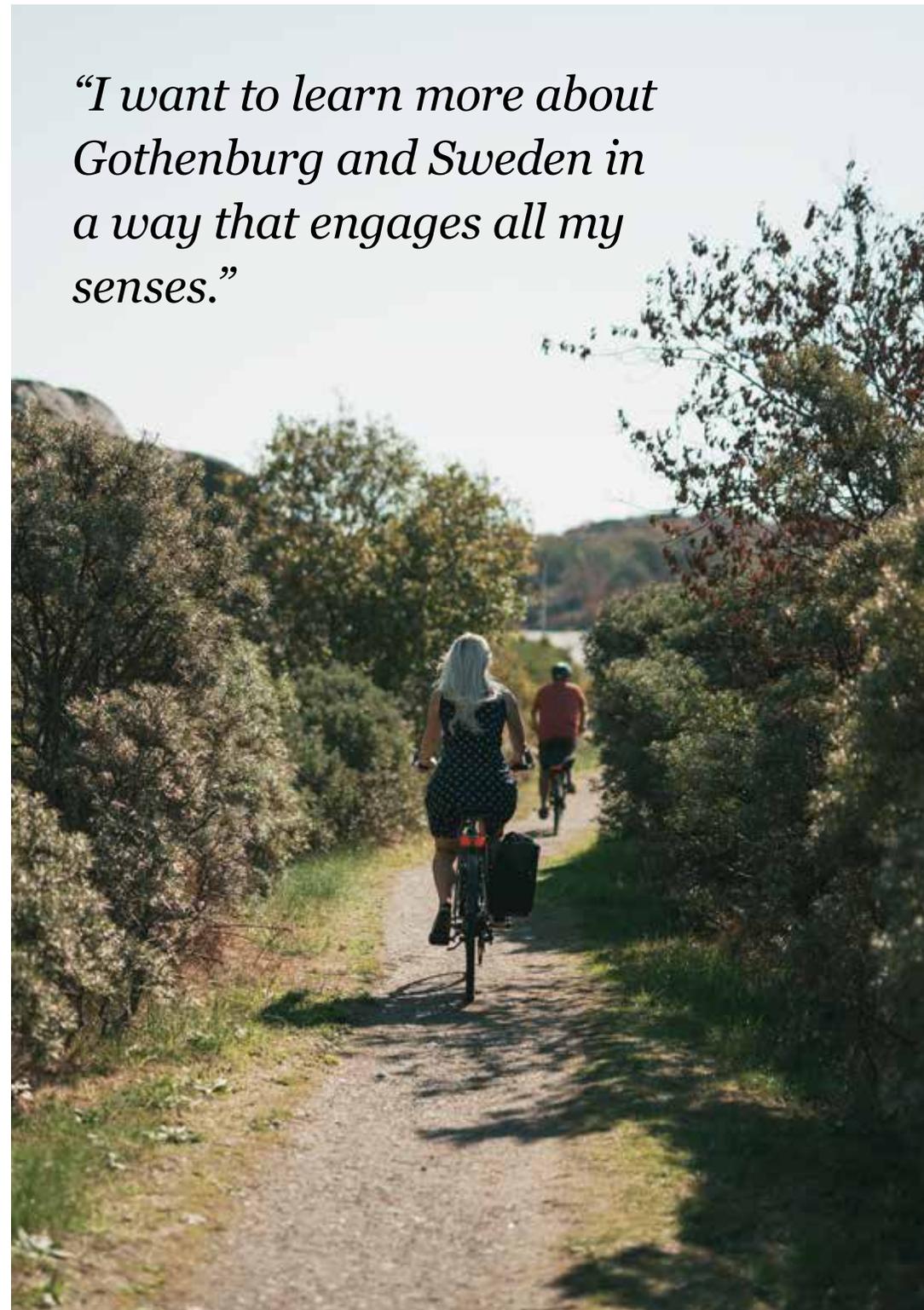
Design/Fash-  
ion/Architecture



Music

**What are passion points?** To ensure that the content of our communication is relevant, we identify a number of areas that appeal to the target group and in which we can deliver high-quality content.

*“I want to learn more about Gothenburg and Sweden in a way that engages all my senses.”*



## Welcoming curious travellers

This is your first time here. Maybe your first visit to Sweden. But the city by the sea – which for 400 years has been attracting free thinkers who follow their own path – really appeals to you. Gothenburg is Stockholm’s rebellious little sister, the most sustainable destination in the world, with one of the best craft beer scenes in Europe. It is the city of paternity leave, the city where chefs are inspired by the forest and sea, the city where we enjoy a sauna by the river, celebrate Midsummer and harvest energy from our spectacular archipelago. Gothenburg is the people’s city. Welcome to the big city with a difference, one that is filled with warmth.



## THE CURIOUS TRAVELLER



### Food & Drink

The curious traveller seeks out local food experiences. We should therefore talk about our pride in our **fish and shellfish** and our closeness to the sea and forest. **Sustainability, urban food making and growing food** in the city are also topics that grab the interest. In recent years Gothenburg has been gaining a reputation for its diverse beer culture and numerous **microbreweries**.



## THE CURIOUS TRAVELLER



### People/Lifestyle

This target group often has a very positive attitude toward Sweden because of our associations with equality, openness and progressiveness. For many of our visitors our generous parental leave, and especially **paternity leave**, are both appealing and fascinating. Even Swedish expressions such as “**lagom**” and “**fika**” have been getting international coverage. And don't forget our unique traditions, such as **Lucia** and **Midsummer**.



THE CURIOUS TRAVELLER



## Nature

Curious travellers are not on the hunt for great wilderness adventures – our **archipelago** and **nature experiences close to the city** are satisfying enough. Talk about our incredibly beautiful car-free islands and about our Swedish **freedom to roam**. We may take it for granted, but for many, our freedom to roam is something quite unique.

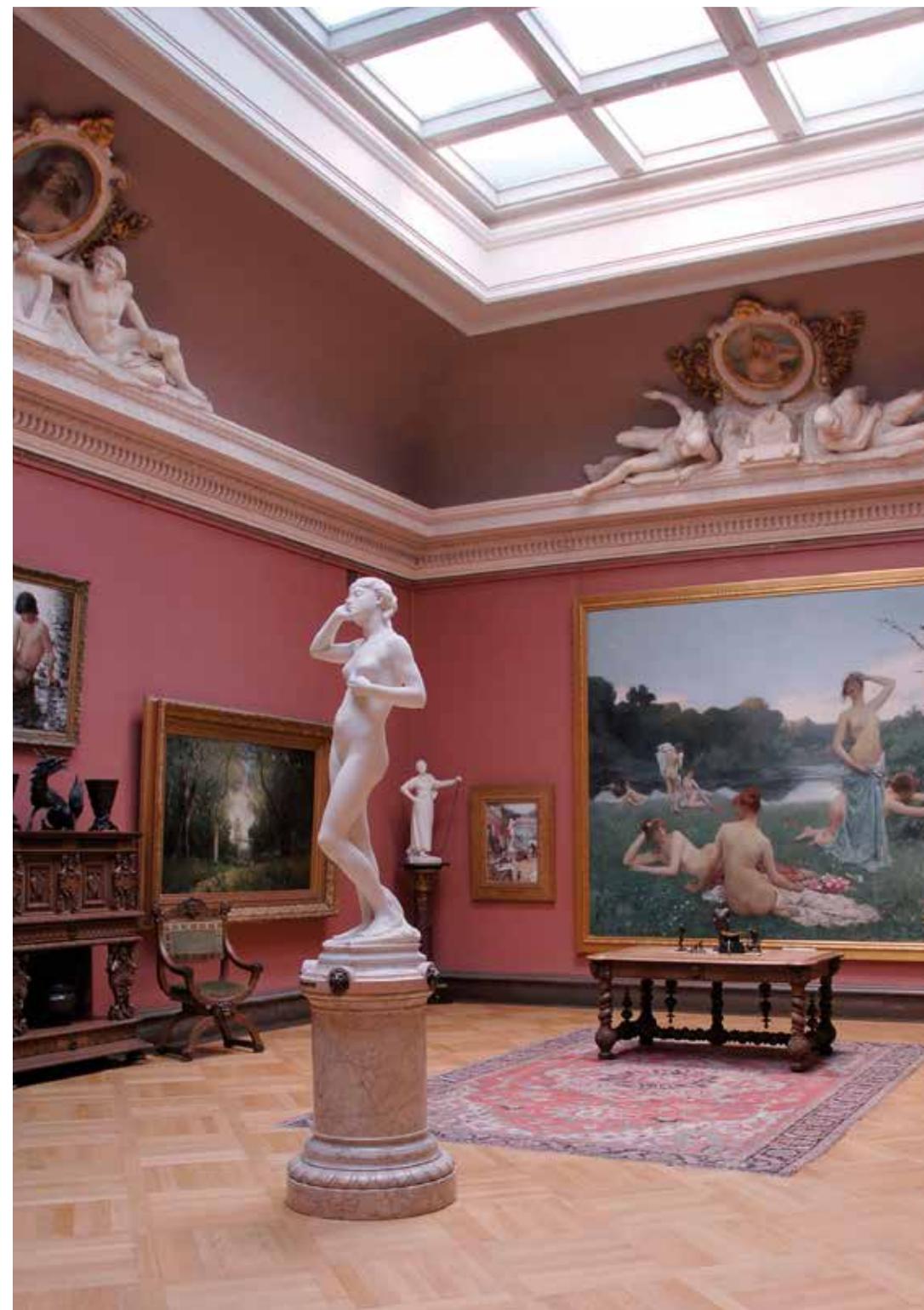


THE CURIOUS TRAVELLER



## Culture

Gothenburg Museum of Art has three stars in the Michelin Green Guide and is a jewel for anyone who is curious about Swedish and Nordic art. We also have the Göteborg Opera with its highly renowned dance company and the biggest film festival in Scandinavia.



## THE CURIOUS TRAVELLER



### Design/Fashion/Architecture

When it comes to design, fashion and architecture, curious travellers want to learn more about typically Swedish and regional aspects. Three fine examples are the Röhsska Museum, our own distinctive timber houses known as "Landshövdingehus" and local brands with a global reputation.



THE CURIOUS TRAVELLER



## Music

Gothenburg has a strong reputation for music. The city is home to the Swedish national orchestra – **Gothenburg Symphony Orchestra** – and every year we host one of the best and most innovative music festivals in Europe – **Way Out West**.



# THE HOLIDAY HEDONIST

The holiday hedonists want to relax, forget the everyday routine and have fun with friends and family. They want to feel free, enjoy good food, drink and fine weather. This group wants to experience the city and its entertainment, cafés, restaurants and culinary offerings, museums, shopping and outdoor experiences in summer. They want to visit famous sites and attractions, amusement parks, sport and music events, and they enjoy spa and wellness experiences and restaurants that serve international cuisine.

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## Passion points



Food &  
Drink



People/Life-  
styles



Nature



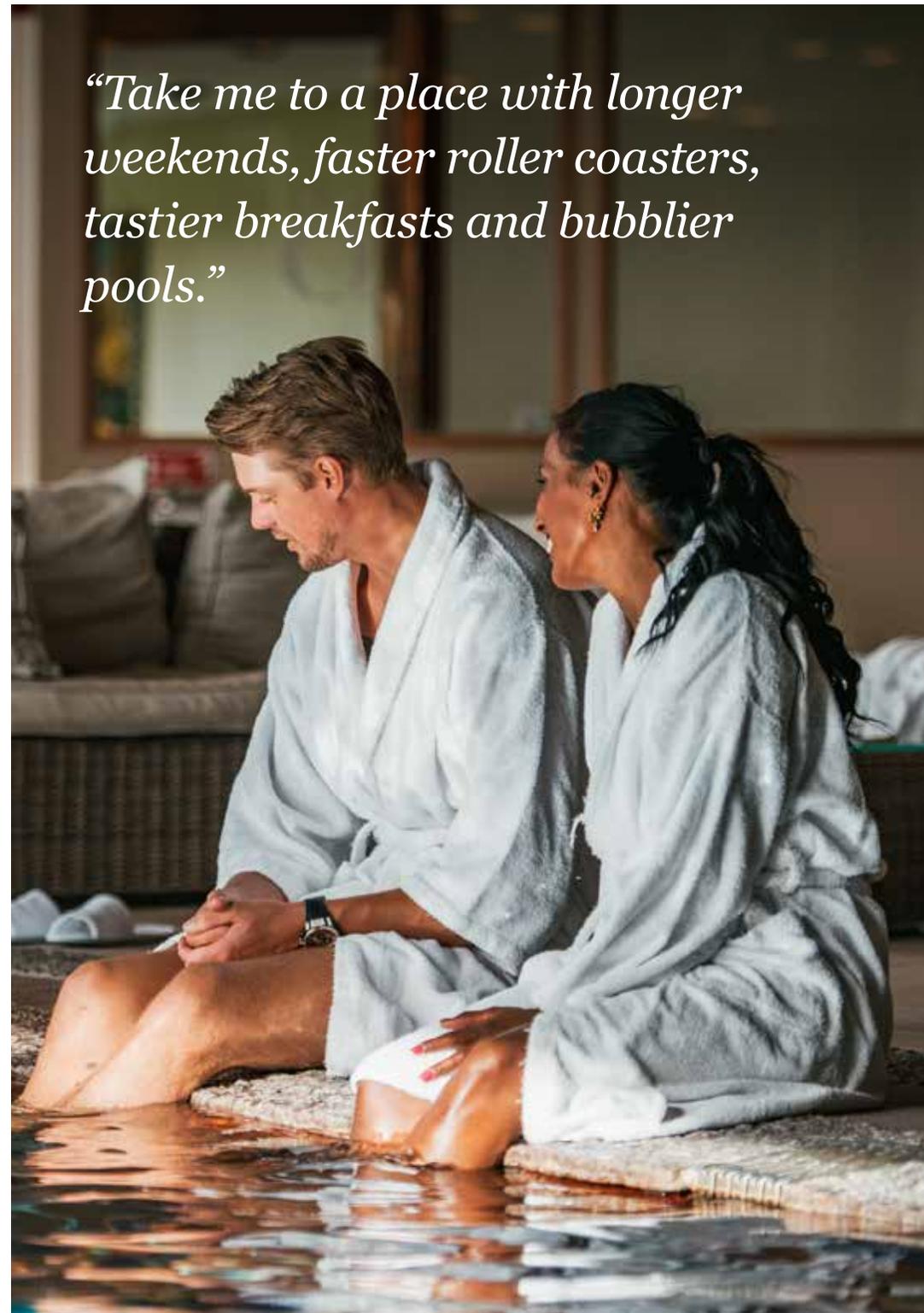
Experiences/  
Entertainment/  
Culture



Modernity/Cre-  
ativity

What are passion points? To ensure that the content of our communication is relevant, we identify a number of areas that appeal to the target group and in which we can deliver high-quality content.

*“Take me to a place with longer weekends, faster roller coasters, tastier breakfasts and bubblier pools.”*



## Welcoming the holiday hedonists

Gothenburg is almost a second home. You have been here several times before and each time you discover something new. Sometimes it's the archipelago that attracts you; often it's Liseberg amusement park. You love thick duvets, friendly people and lively restaurants. Spas are wonderful, shopping is fun and the hours fly past in Gothenburg. Calling this a holiday is a bit of an exaggeration, as you can come here almost any weekend to recharge your batteries.



## THE HOLIDAY HEDONIST



### Food & Drink

We talk a lot about **fish** and **shellfish** and our iconic **Feskekôrka fish market hall**. **Café life** also has its place, but it can just as well be Italian coffee as Swedish, since the holiday hedonists come to enjoy the atmosphere rather than anything typically Swedish.

Swedish **fine dining** can be particularly affordable for those with foreign currency, and our relaxed **social dining** appeals to most visitors.



## THE HOLIDAY HEDONIST



### People/Lifestyle

This group especially values good **service** and **treatment**. They regard the people of Gothenburg as very **hospitable** and appreciate the personal encounters. The fact that Gothenburg is a **family-friendly** destination is a big asset when we communicate with this group.



## THE HOLIDAY HEDONIST



### Nature

Escapist pleasure seekers enjoy being out in nature – as long as it is easy to reach. Good areas to focus on here are natural attractions such as **Gothenburg Botanical Garden**, **Slottsskogen city park** and the **Garden Society of Gothenburg (Trädgårdsföreningen)**. But the **Gothenburg archipelago** will naturally also be of interest.



## THE HOLIDAY HEDONIST



### Experiences/Entertainment/Culture

Experiences and family activities have the strongest appeal for this group. Liseberg amusement park is a key attraction for families with children, and for visitors from countries with a strong currency, shopping and dining in Gothenburg are especially affordable. Seasonal concepts such as Gothenburg Christmas City and Autumn City have special appeal for this group.

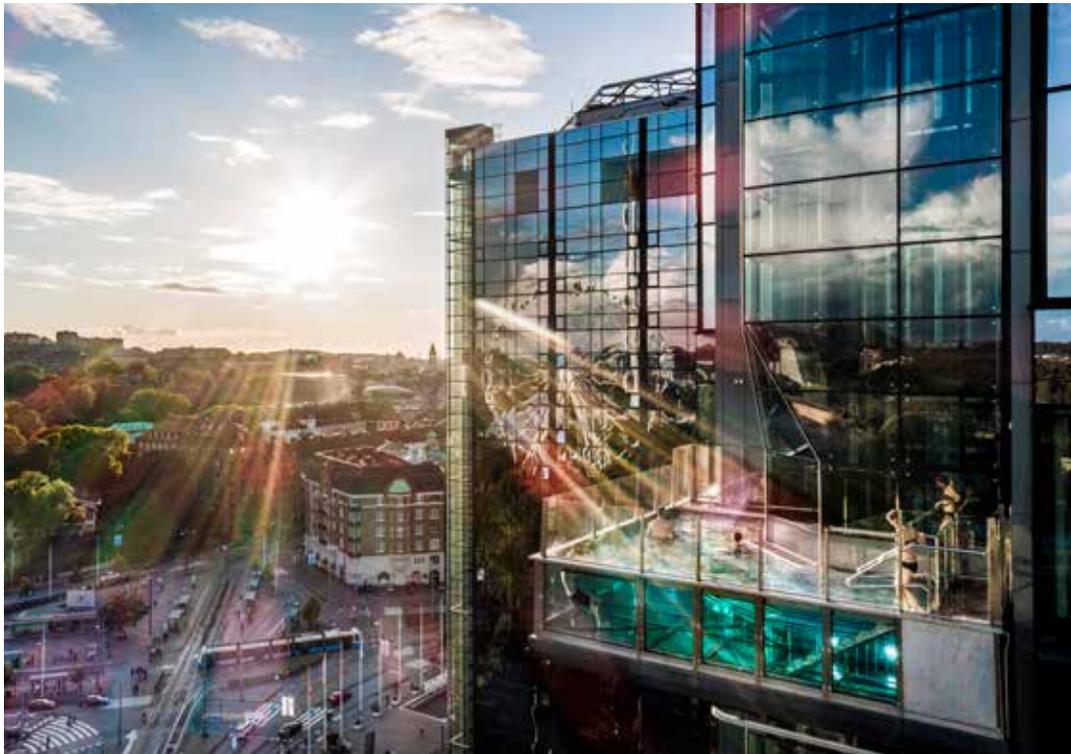
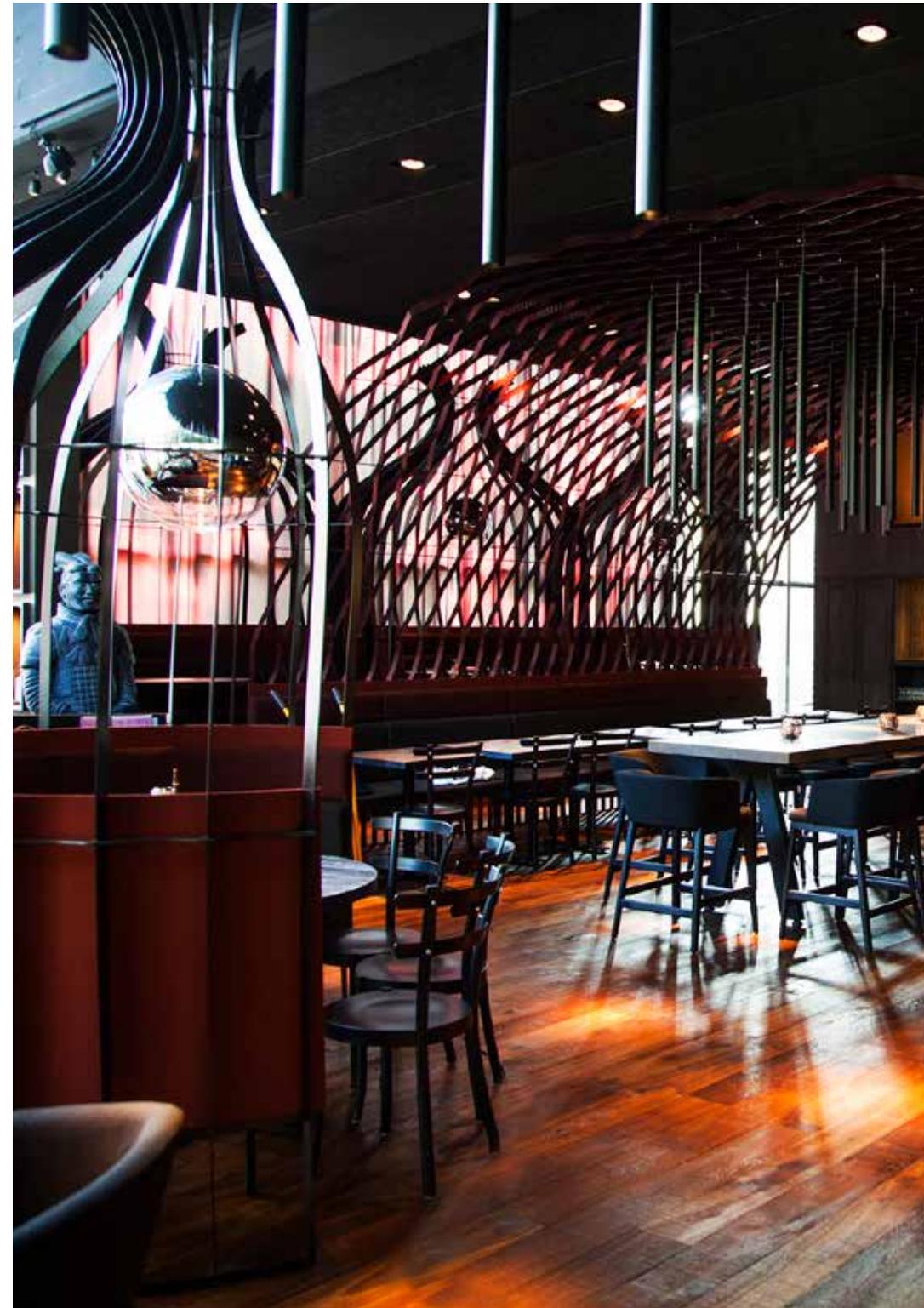


## THE HOLIDAY HEDONIST



### Modernity/Creativity

This target group comes to Gothenburg to enjoy the city and have fun. They have been here before and are familiar with the city – but they are still keen to discover new attractions. The appearance of creative new **restaurant concepts** and captivating **designer hotels** between visits creates fresh appeal for them. New developments in the city such as the **Karlatorn tower** and creative spaces such as the district **Ringön** also spark the interest of this group.



# TONE OF VOICE

Many different stakeholders contribute to Destination Gothenburg. Your business probably has its own guidelines for the tone of voice you use when addressing customers and visitors. This brand platform offers you some useful insights for communicating with curious travellers and holiday hedonists.

Regardless of the target group, the tone of voice should be polite but also personal and informal. The informal Swedish “du” (you) reflects our progressive lifestyle and is something to be proud of. Gender-neutral pronouns can make some people raise their eyebrows, but reflect a liberal tone that is in line with the brands of Gothenburg and Sweden as a whole. Likewise we can reinforce people’s positive associations with the destination by demonstrating inclusiveness in the way we use text and images.

When you communicate with curious travellers it is useful to assume that they know relatively little about Gothenburg and Sweden – and that they are curious about particular aspects (see passion points). Why not include inspiring bits of information about the archipelago, the music scene or lifestyles in your feeds, even if they are outside your business scope? They will help to make your offering even more attractive.

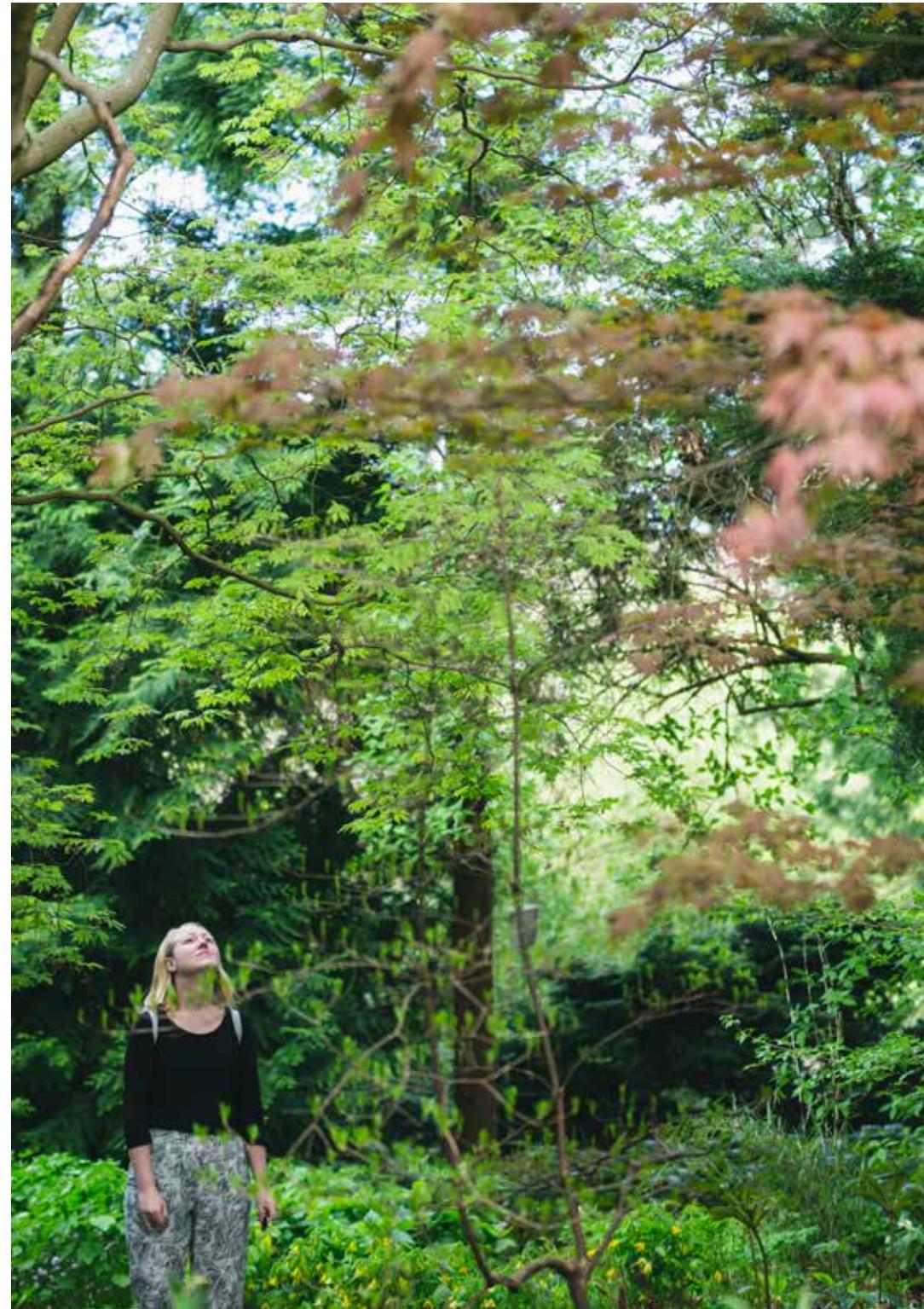


## TONE OF VOICE

We naturally adapt our tone of voice to suit the channel and context. At [goteborg.com](https://www.goteborg.com) we offer inspiration and information in a direct way. Creative descriptions have their place, but visitors should not have to read a lot of text to find what they are looking for. We avoid empty phrases and wordy sentences.

The official social channels for the destination should also have a relaxed and informal tone where appropriate. When we reply to questions and comments we are always polite and friendly. It should be clear that you are chatting to a person, not a web bot.

Although Gothenburg may be new and unknown to the curious travellers, it is more familiar to the holiday hedonist. Think of the target group as a good friend visiting the city. Remind them of favourites such as Liseberg and city centre shopping, and take the opportunity to mention new attractions around the city. Restaurant experiences, spas and shopping are key points of interest.



# IMAGE CHOICES

With the image choices we have made in this brand platform we want to inspire you and show an approach that we believe will illustrate our position and appeal to our two target groups.

Our image choices reflect the destination's core values: human, pluralistic and inspiring. Our ambition was to show an attractive, inclusive and multifaceted image of the city. A more detailed description of the image palette (views, perspectives, people, etc.) can be found in our graphic identity manual, which you can find at [goteborgco.se](http://goteborgco.se).



# JUST OUTSIDE GOTHENBURG

Many visitors, whether curious travellers or holiday hedonists, may be attracted by the places they can visit just outside Gothenburg.

As a destination, Gothenburg is happy to market excursions outside the city limits, since they enhance our appeal and encourage people to stay for more nights. The following destinations are some examples that are likely to interest visitors. Please include them in your marketing of the destination!

**Näås, Garveriet and Jernbruket**

**Alingsås – the Capital of Fika**

**Styrsö & Vrångö islands**

**Gunnebo House and Gardens**

**Marstrand fortress**

**Hönö island**



# SUSTAINABILITY

Sustainability is one of Gothenburg's most important strategic advantages. For three years in a row (2016–2018) the destination has topped the Global Destination Sustainability Index, which in plain language means that Gothenburg is the most sustainable destination in the world.

You can think of sustainability as a filter. This might mean that we prefer to use images of sailboats rather than jet-skis when we talk about nature, and that we show something other than rare steaks when we talk about food and drink.

Similarly, we should highlight sustainable design, architecture and innovation that contribute to a better world.

At present, sustainability is not the main interest or passion point for many people, but it is an aspect that adds value for most people.



For more inspiration and materials to share, follow the destination's digital channels and visit our website [goteborg.com](http://goteborg.com)



@goteborgcom #gothenburg #thisisgbg

If you have questions, comments or ideas concerning the destination's brand platform, please contact Andrea Jovell, Director of Marketing & Communications at Göteborg & Co [andrea.jovell@goteborg.com](mailto:andrea.jovell@goteborg.com)

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**Photos:** Peter Kvarnström, Johannes Berner, Emil Fagander, Superstudio D&D, Happy Visuals, Frida Winter, Studiografen, Dino Soldin, Kjell Holmner, Steampipe Production Studio, Draken/Folketshus, Krister Engström, Lars Noord/Göteborgs Konstmuseum, Emma Andrea, Mikael Lammgård, Beatrice Törnros, Dick Gillberg, Tina Stafrén, Mika Aberra, Jimmy Millblad, Gothia Towers, Andreas Lind/Liseberg, Maja Nylander/Kajkanten, Jennie Smith, The Curious Collection, Andreas Sundgren/Bon Bon Bar, Per Pixel Petersson, TOSO/Tomas Yeh