



LUXEMBOURG'S NATION BRANDING STRATEGY AND IMPLEMENTATION

BRITISH CHAMBER OF COMMERCE

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SUMMARY

- ✦ 1. The challenge
 - ✦ 2. A collaborative approach
 - ✦ 3. Phase 1: Defining the values and the profile
 - ✦ 4. Phase 2: Turning the abstract into something concrete
 - ✦ 5. Outcome and next steps
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FACING THE CHALLENGE 2011-2013

- ✦ Misperception of the country
 - ✦ Does the reputation of a country matter?
 - ✦ Getting a mandate: nationbranding committee created 5 years ago
 - ✦ Key: collaborative approach
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A COLLABORATIVE APPROACH

- ✦ Involving society at large
 - ✦ Authentic messages – not marketing
 - ✦ What are the key values? Essential characteristics?
 - ✦ First content, then packaging
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PHASE 1: DEFINING VALUES AND COUNTRY PROFILE (2014-2015)

WHO ?

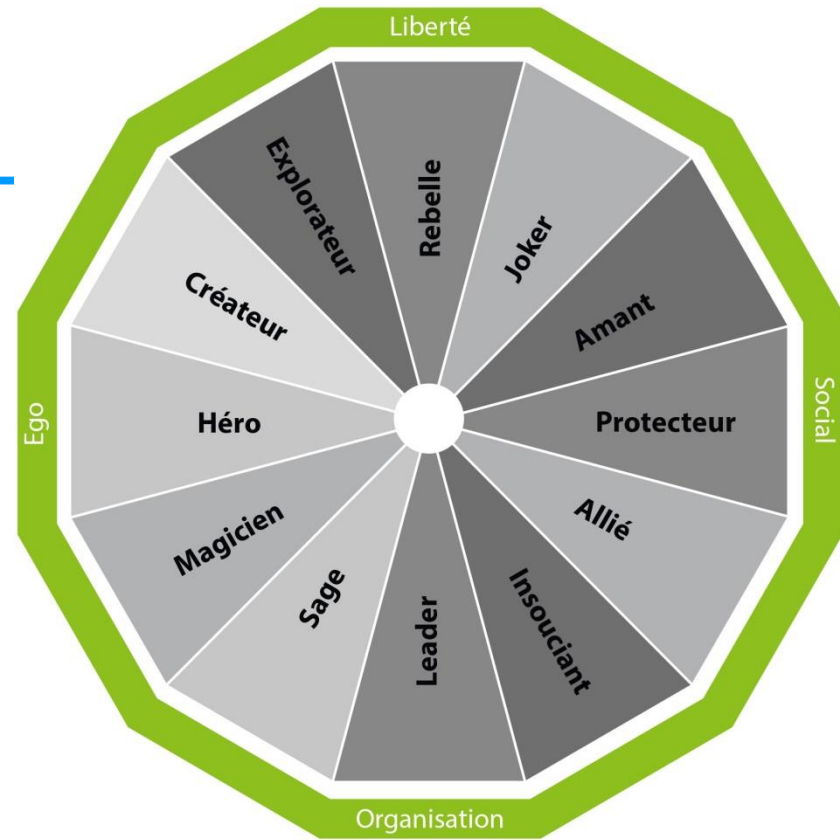
- Luxembourg citizens, expats, cross-border workforce
- Public and private sectors: economy, finance, culture, education, trade, crafts, ...
- Political parties, local councils
- NGOs, business associations, sports and culture bodies

HOW?

- Public surveys
 - Workshops – 200 organisations, associations and companies
 - Internet platform (www.nationbranding.lu)
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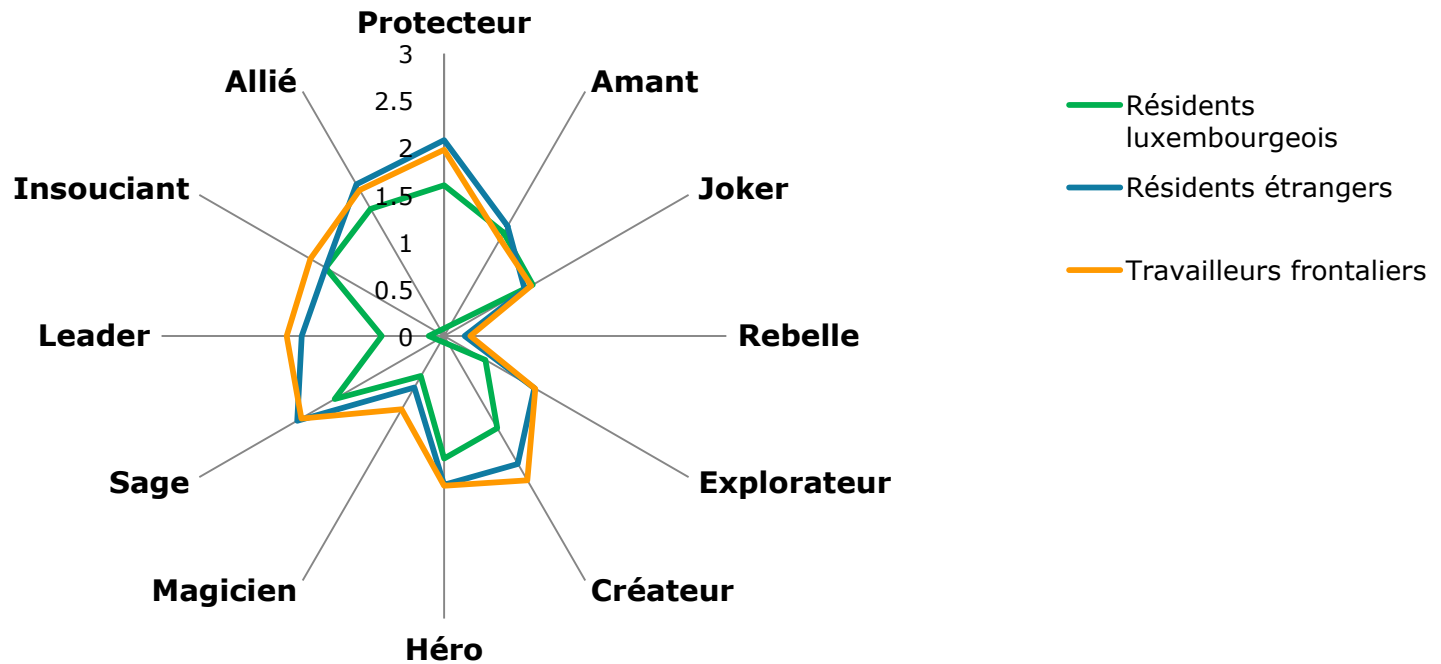
Method: Jung's archetypes

Carl Gustav Jung's concept of archetypes applied to determine the personality and key values of the country



Archétypes de la communication de marque

PUBLIC SURVEY RESULTS: LUXEMBOURG'S ARCHETYPE



Values

Profile



Open



Reliable



Dynamic



Ally / Friend / Good neighbour

PHASE 2: FROM ABSTRACT TO CONCRETE : VISUAL IDENTITY – NEW SIGNATURE

 Does Luxembourg need a visual identity?

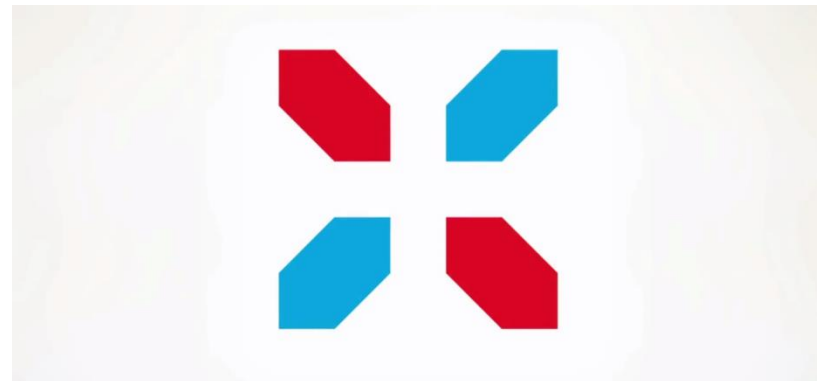
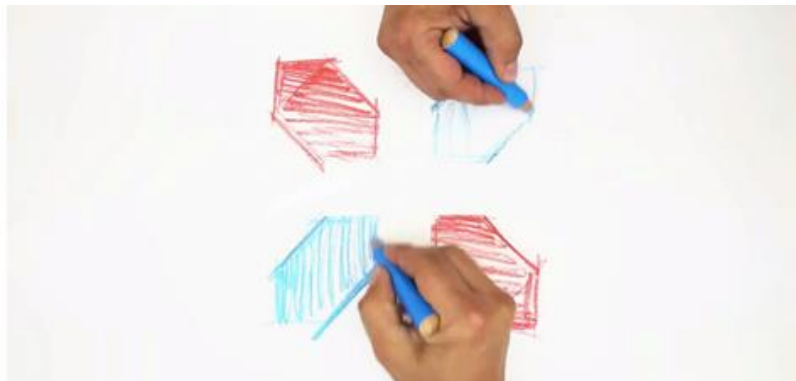
 How to turn the values into a symbol?

Creathon

- 4-5 March, 2016
- Open to the wide public
- 50 participants
- Artists, entrepreneurs, historians, students, architects, graphic designers, film-makers, sociologists,
- Produced 6 inspiring concepts
- Used as basis for public tender for Luxembourg's new visual identity



Luxembourg's new signature



Luxembourg's new signature

LU  EMBOURG
LET'S MAKE IT HAPPEN



Rolling out the new signature



How we deploy the new signature



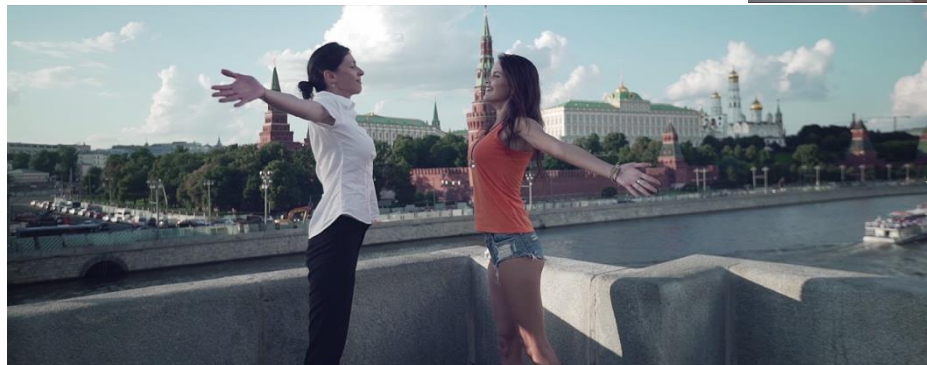
PHASE 2: FROM ABSTRACT TO CONCRETE: A VIDEO OF VALUES

- ✦ A video of Luxembourg's universal values:
Open? Reliable? Dynamic?
 - ✦ 120,000 views on Youtube in 2 weeks
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OPEN?

RELIABLE?

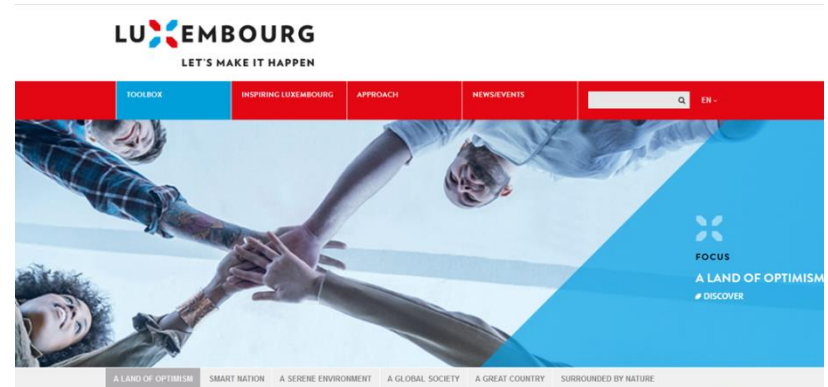
DYNAMIC?



WELCOME TO LUXEMBOURG

PHASE 2: FROM ABSTRACT TO CONCRETE: A TOOLBOX

- ✦ Engaging with society – meeting its needs – providing tools
 - ✦ Data, info, pictures, videos, graphics, news, benchmarks, publications
 - ✦ Stories – Themes: A Land of Optimism. Smart Nation. Serene Environment. Great Country. Surrounded by Nature.
 - ✦ Toolbox: www.inspiringluxembourg.lu
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TOOLBOX

Here you will find all the material you need to illustrate your individual presentation of Luxembourg. Feel free to use all the data, pictures, storytelling and other information that suit your purposes.

TOOLS

- Luxembourg's Signature
- Photos
- Videos
- Publications
- Presentations
- Infographics
- Luxembourg Stories
- Testimonials
- Promotional products
- Benchmarks



LUXEMBOURG'S SIGNATURE
In this section you can find the meaning as well as the key guidelines on how to use Luxembourg's Signature.

• Enter



PHOTOS

Here you can find the right imagery on Luxembourg for the right context. To speed up your way to the picture you're looking for we have regrouped our image bank into a number of thematic folders.

• Enter



VIDEOS

Videos are often the most effective way to say a whole lot of good things about Luxembourg in a very short time. Browse our video section to find the topic that fits your needs.

• Enter



>21.000 Visitors in 3 weeks



OUTCOME

- ✦ Intense public debates
 - ✦ Not Nation Branding
 - ✦ Clear recognition of purpose. Full government support. Budget doubled.
 - ✦ Challenge of continued engagement
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NEXT STEPS – 2017, ...

STRATEGIC PATH

1. Federate the brand at national level
2. Deploy the brand internationally
3. Develop the community
4. Develop the brand and the storytelling
5. Evaluate

ACTION

1. Bicycle Nation / Guide for a day, ...
2. Cartoon spot / State visits and trade missions / deployment of spots on social media / international events / press relations
3. “Ambassador” programme / Newsletter / social media / website “Inspiring Luxembourg
4. Inspiring Kit – cluster of creative industries / Products at Luxembourg House / sports gear
5. Measurement of impact / e-reputation



CONCLUSION

✦ Content not packaging that matters

✦ Engagement – Participation of society

THANK YOU

LU  EMBOURG

LET'S MAKE IT HAPPEN

