

Encounters with Liechtenstein

The Liechtenstein brand: A promise advertises confidence worldwide

Identity in Europe does not depend on national borders. In today's world, people think in terms of brands. The new, strong Liechtenstein brand crystallizes national identity.

The Swiss speak of the Ländle (or little country) and the Austrians speak of the Princely Family. People who know Liechtenstein always come back to a country that is small but open to the world, internationally connected but still very personal. People who avoid the country may have filed away the image of a tax haven in their minds or a street with mailboxes. People who even include Liechtenstein as part of Switzerland overlook that the small country in the middle of Europe is more than a pinprick on a map. Such images close off people's minds to any contact.

Initiative in competition

But the prejudices are outmoded, the facts have changed, and a self-confident Liechtenstein has a lot to offer. This gives the opportunity for Liechtenstein to take the initiative itself in a world that is constantly changing. At the beginning of the 21st century, Liechtenstein is engaged in more international competition than ever before with other countries, regions, and enterprises. On the internet, information transcends all borders, making capital, technology, and labor mobile.

High technology is part of Liechtenstein, the joy of being here and being oneself another, a sense of humanity a third. A strong Liechtenstein brand is a promise, and it courts confidence in this promise, a promise that must be kept. It consolidates and shapes the image of the country – externally – and creates a deeper sense of self-determination – internally. The international Liechtenstein brand crystallizes the national identity – for each individual and as a part of the corporate identity of enterprises.

It's up to us

Not only the EEA Coordination Unit, not only the UN ambassador, not only the parliamentarians in the Council of Europe, not only the Financial Intelligence Unit are ambassadors for Liechtenstein. Not only the Government, the directors of Government offices, the press offices, the public prosecutors. It's up to each and every one of us who stands for the country: industrial leaders, exchange students, financial experts, hotel directors, athletes, artists. Every one is an ambassador for Liechtenstein.

Whoever speaks about the strengths of Liechtenstein, wherever and to whomever, need not shrink back from weaknesses, discontinuities, and unresolved questions. Branding helps to grasp the complete picture of the brand, rather than allowing individual facets to dominate. The Liechtenstein brand makes the country understandable and tangible, enabling recognition of reliable visual and substantive

characteristics in the confusing world of today. And the more the brand corresponds to reality, the more probable is success.

People think in images ... People think in brands

Of course the question may arise whether a nation can be managed like a brand. In reality, a democracy always speaks with more voices than a marketing guru for laundry detergent. But the people who are addressed by nations and marketing experts are the same. They all have the usual contemporary habits and demands on convincing information. Brands have accompanied the changes in the world, have awakened human passions for consumption, are orientation points, and make our world easier to grasp, charging it with emotions. People think in images, and brands are always images. This is how they create the chance of recognition and recollection.

The reality in modern Liechtenstein is far ahead of the rather vague perception of the country. The Liechtenstein brand now balances tradition and innovation. It engenders curiosity and triggers a discussion – with neighbors, with Europe, with the world. The new, strong, clear, simple, and emotional brand signalizes an image made up of images that let people understand the country. People who understand more have more trust. And trust is the key for encounters: new encounters with Liechtenstein.

Examples from other countries and regions

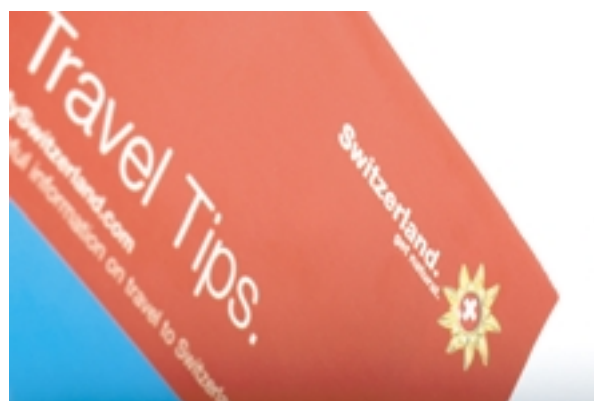


Big Apple takes the initiative

It is the most exciting city in the world. Those who want peace and quiet in nature should look elsewhere. Those who want to set up a production site must bring a lot of money with them. Opinions are divided on New York, but the name "Big Apple" has remained. After September 11, 2001, everything seems different. New Yorkers have therefore taken the initiative and are working on a new New York brand.

A brand is world class

The Swiss cross is a sign of the nation and of the Switzerland brand. It doesn't stand for size or power. But it is simple and clear, can be found all over the world, and is always charged up with good experiences.



Liechtenstein is not alone.

For years, regions around Liechtenstein have been endeavouring to make themselves heard, seen, and remembered. They have done so using different concepts and applications. The goal, however, remains the same: get people's interest and hold new images against old images that people have filed away in their heads.

People of many talents from the 'Ländle': The northern almost-neighbors of Liechtenstein are capable of anything – except standard German. It's immediately obvious that a Baden-Württemberger is from the "Model Ländle". By countering with humor the prejudice that Baden-Württembergers are as cute as their language they take away the harshness of criticism.

Wir können alles.
Außer Hochdeutsch.



Die Werbe- und Sympathiekampagne.

First of three articles on the Liechtenstein brand.