

E-1289-295

Sweden (not Switzerland)

Product	Category Entered
Visit Sweden	Multi-Market: Travel, Transport & Tourism

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2023 - 31 March 2024. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe and no results may be included after the end of the eligibility period. Review full eligibility information at the **Effie Europe website**.

****Sustained Success Entries:*** Data presented must be isolated to Europe & entries in this category must include work and results that date back to at least 2021, also including the current competition year. Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why change occurred over time, including the current competition year.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/23-31/03/24. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials.
Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don’t work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **SAMPLE CASE STUDIES**

ENTRY DETAILS

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2023-10-24
Date To	2024-02-01

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

Countries Effort Ran In

Please select all the countries your effort ran in.

France

Germany

Netherlands

Switzerland

United Kingdom

Countries Presented in This Case

Please select only the countries presented in this case.

Germany

Netherlands

Switzerland

United Kingdom

France

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Travel & Tourism

Industry/Category Situation

Select one.

Growing

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

Sweden is a relatively unknown country in Scandinavia that competes against some of the biggest tourism brands in the world.

The Insight:

(Maximum per line: 20 words)

Sweden is actually known for so little that people tend to confuse it with a completely different country; Switzerland.

The Strategic Idea/Build:

(Maximum per line: 20 words)

Swedish values differ a lot from Switzerland's. We realized, it was time for clarification to end the confusion for good.

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

We sent an official proposal to Switzerland, publicly clarifying our traits to spark a viral conversation about our differences.

The Results:

(Maximum per line: 20 words)

Clarified Sweden's perception, sparking a global discussion, 580 articles, 305 642 visitors to campaign sites, 89% interested in visiting Sweden.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

This campaign is an example of a tourism marketing organization punching way above its weight. In a continent dominated by major brands (with major media budgets) like France, Germany, Italy, the UK, and Switzerland. Visit Sweden used the weakness of its relative anonymity and flipped it into a strength. We amplified a cultural conversation about the confusion between Sweden and Switzerland to our benefit, earning hundreds of articles and hours of free media for our magnificent country, clearly drawing the distinction of what makes Sweden special. By doing this, we really showed that Sweden represents luxury of a different nature!

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words;
3 charts/visuals)

Tourism is an important source of income for Sweden, which is why it is crucial that we attract international tourists. The challenge lies in the fact that international tourists do not always choose to visit Sweden, and the image of what Sweden has to offer has not been sufficiently clear. Sweden is a relatively unknown country and is not one of the top destinations in Europe.

During the pandemic, global travel nearly disappeared for obvious reasons. When the world reopened, the battle for global travelers was massive. More established tourist destinations were eager to get tourism up and running again. In this context, a cold country in the north needed to make global travelers feel the urge to visit Sweden. One thing that makes Sweden different from other destinations is that the marketing budget is as small as a Toblerone, while other, more established destinations play in a totally different league.

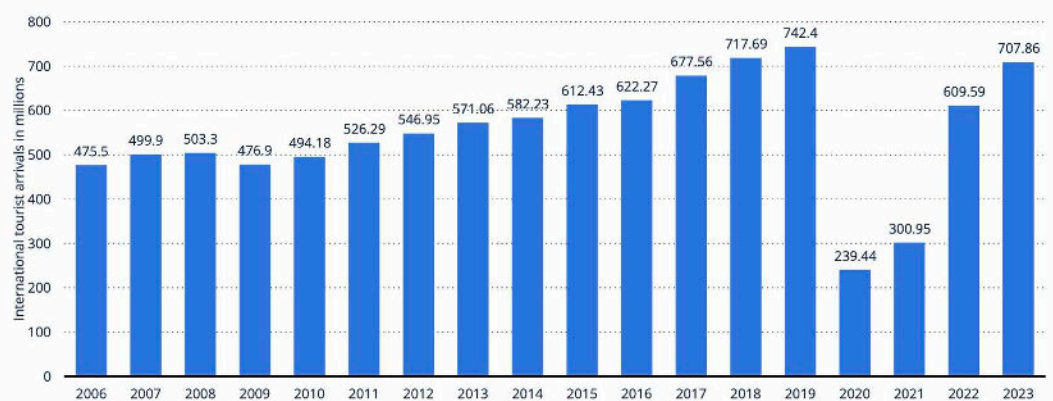
Our strategic challenge was to make Sweden distinctive in response to the competition and show what is unique about Sweden as a destination (even though Sweden is not that well known as a country). The strategy had previously been to use borrowed interest in cultural conversations (IKEA, Airbnb, etc.), but that hasn't always been able to communicate our uniqueness.

For this campaign, Sweden needed to find a red thread in its communication, a core that captured the essence of what Sweden truly is as a destination and communicate that in a way that made people interested. We created that red thread by developing a long-term conceptual platform based on the essence of what Sweden is. The platform was called "A Destination of a Different Nature" and functioned as an overall concept. This campaign had to give life to this conceptual thought, drive towards the overall objectives, and, of course, make a great impact in global media, all with a very limited budget and tough competition from other countries.

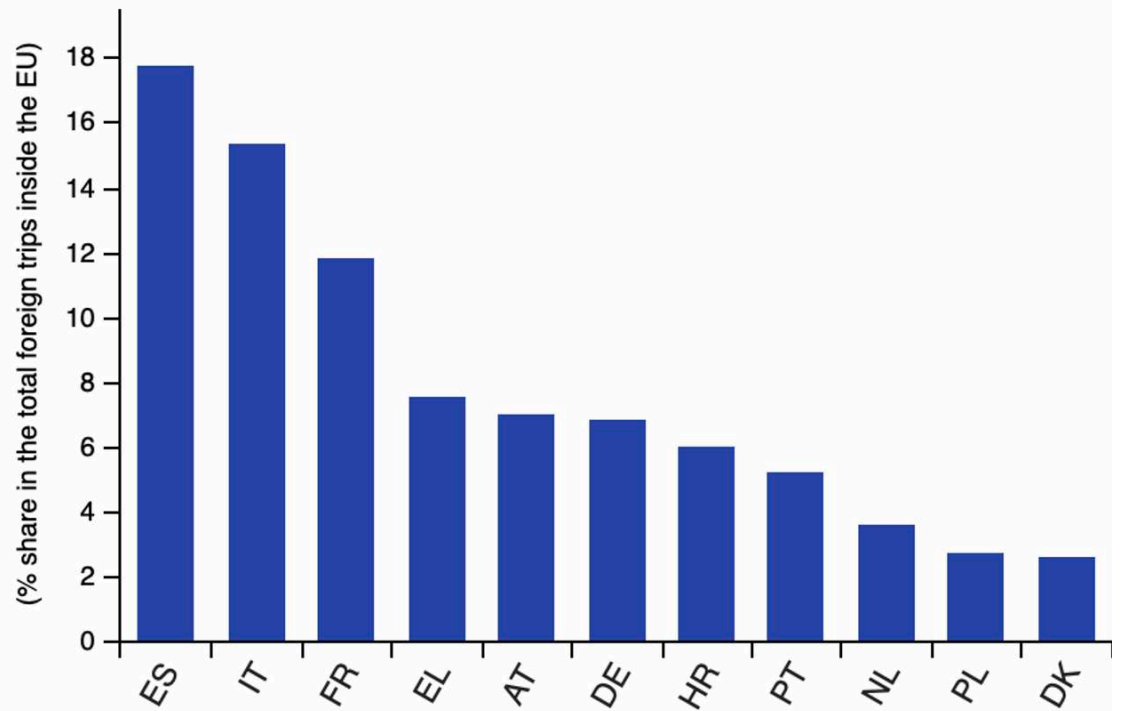
To be able to do this in a cluttered category, we needed to think differently. Very differently.

Number of international tourist arrivals in Europe from 2006 to 2023 (in millions)

International tourist arrivals in Europe 2006-2023



13 Description: The number of international tourist arrivals in Europe grew in 2023 compared to the previous year. Despite a slight annual increase, inbound arrivals remained below the figure from 2019, totaling around 708 million in 2023. That year, Europe was the region with the highest number of international tourist arrivals worldwide. [Learn more](#)
Source: Statista, 2006 to 2023
Source: World Tourism Organization (UNWTO)



Note: Due to rounding, deviations can occur between total and subtotals.

Source: Eurostat (online data code: tour_dem_tnw)

Countries with the highest outbound tourism expenditure worldwide from 2019 to 2023 (in billion U.S. dollars)

Countries with the highest outbound tourism expenditure worldwide 2019-2023

	2019	2020	2021	2022	2023
China	254.6	131.1	109.4	114.8	196.5
United States	132	33.7	56.7	115.3	150
Germany	93.2	38.9	51	89.7	111.9
United Kingdom	86	24.5	30	81.7	110.3
France	50.5	28.7	36	41.3	49
Australia	35.3	7.6	1.2	16.3	42.7
Canada	35.4	12.1	8.1	28.6	39.1
Italy	30.3	10.9	15	26.9	34.2
India	22.9	12.6	14.3	25.9	33.3
Russia	36.2	9.1	11.4	20.8	33
South Korea	32.7	16.1	17.8	20.8	27.8
Spain	27.8	8.7	12.6	21.9	27.7
Singapore	27.3	7	4.4	15	25.2
United Arab Emirates	33.4	15.9	21.8	25.5	25.1
Switzerland	18.9	9.9	11.4	17.6	23.4

Note(s): Worldwide; 2019 to 2023; countries are ranked based on the highest tourism expenditure in 2023

Further information regarding this statistic can be found on [Page 4](#)

Source(s): World Tourism Organization (UN Tourism); [ID 273127](#)

3

statista

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

The tourism industry is an important part of the economy. The end goal is to get more people to visit Sweden, which overall contributes to the Swedish economy.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

It's very challenging for Visit Sweden to track actual visits or guest nights to Sweden in relation to the marketing effort. The tracking of this kind of statistik is made by The Swedish Agency for Economic and Regional Growth. But the overall purpose of what Visit Sweden does is to get more international traveler to discover Sweden. And of course ultimately visit Sweden.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

The official measuring is compiled by The Swedish Agency for Economic and Regional Growth.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Gained interest for Sweden and consideration

Marketing Objectives

1

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

In order to make the most of our meagre budget, we needed media on board. broad PR reach was crucial to spread the word.

KPI:

- Number of articles
- Reach
- Pr-valeu

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

Generating earned media was critical to increasing Visit Sweden's share of voice. We wanted to spread the news as wide as possible so that as many international tourists as possible could see and engage in our initiative.

We benchmarked at 200 articles of earned media based on the success of previous borrowed interest campaigns.

Traditional media is important to spark a viral conversation about Sweden and what we have to offer.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Visit Swedens marketing department tracks all published mentions of the campaign together with the media agency.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select?

View
guidance
here.

Reach

Activity Objectives

1

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

Over all objective: Increase interest in Sweden as a travel destination.

KPIs:

- Stated interest in visiting Sweden.
- Unique visitors to the site.
- Dwell time on the site.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

These objectives and specific KPI:s relates directly to the overall purpose. The KPIs highlight interest in Sweden as a destination in relation to the specific marketing effort. A result of people becoming interested in our initiative, is that they visit the site to read more about it and about Sweden in general.

• **Benchmark:**

- Dwell time: 1 min 45 sec benchmark*

*Numbers are included in the campaign evaluation.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

How to measure:

- Direct questions in questionnaire.
- Measure of unique visitors to sites.
- Measure of time spend on campaign sites.

Tagging - What keywords best describe your objective type?

- You may
have more
than one

objective

of the same
type.

Popularity / Fame / Social Discourse

- Unsure

which
objective

Positive Sentiment / Emotional Resonance

type to
select?

View

Reach (e.g. open rate, shares, views, attendance)

guidance

here.

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Mindshare, Campaign report 2024-01-29

Vistit Sweden, Campaign evaluation 2023-12-20

Brand lift study Hojtar.com, 2023-12-20

Statista.com, 2024-09-15, Chart: leading European countries in travel

Statista.com, 2024-09-12, Chart: Number of international tourist arrivals)

Statista.com, 2024-09-12, Chart: investments in tourism and travel in Europe)

www.visitsweden.com 2024-09-05 (Turist visiting Nordic countries)

Tillvaxtverket.se 2024-09-05 (Turist visiting Sweden 2023/24)

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Visit Sweden wants to target all international travellers. But especially the defined target audience called "The curious explorer". They are experienced traveler's who are curious about new destinations and experiences. They want to visit places that are unique and discover "the real" destination. Also they want to experience new things and do as much as possible on their holiday.

It's clear they needed to understand what made Sweden the perfect destination for them. The curious explorer wasn't a mainstream traveler who used resources like Travel and Leisure or Travel Magazine. They got their travel inspiration from exciting things that were happening in culture.

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words;
3 charts/visuals)

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's

We had known that people confused Sweden and Switzerland, but when we started to dig deeper, we learned three main things:

1. Its much more common that we though; institutions, international politicians and even sport event organizers have a hard time setting us apart.

behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

2. This topic is engaging and amusing to internet culture, and a lot of people are talking about it

3. Sweden and Switzerland may sound alike but are actually extremely different in many ways. Switzerland stands for luxury, but the traditional forms of luxury like watches and banks. Sweden stands for freedom, equality and a life close to our nature. It's a Luxury of a different kind, and a more modern version of luxury aligned to our target's interests.

So, if we were going to build fame about Sweden as a destination by clearly creating salience in what Sweden was, we realized we could compare ourselves to this totally different nation. If we use the confusion with Switzerland to our advantage, we could highlight our strengths to clarify the unique essence of Sweden as a destination. Because when you think about it, its when you compare yourself whit someone else, that your true colors shines through.

Market Insights > Consumer

Luxury Goods

Switzerland

HIGHLIGHTS

MARKET DEFINITION

IN-SCOPE / OUT-OF-SCOPE

MARKET STRUCTURE

REPORTS

METHODOLOGY

- Switzerland's Luxury Goods market is projected to generate a revenue of US\$6.39bn in 2024.
- With an expected annual growth rate of 2.27% (CAGR 2024-2029), the market is poised for further expansion.
- The largest segment within this market is Luxury Watches & Jewelry, which is anticipated to reach a market volume of US\$2.80bn in the same year.
- When compared globally, in China emerges as the top revenue generator, with an estimated revenue of US\$102bn in 2024.
- In terms of per capita revenue, in Switzerland is expected to generate US\$722.20 per person in 2024.
- Moreover, online sales are predicted to contribute 9.1% of the total revenue in the Luxury Goods market by 2024.
- This underscores the growing significance of e-commerce in this sector.
- Switzerland, known for its precision and craftsmanship, continues to dominate the luxury watch market with its iconic timepieces.

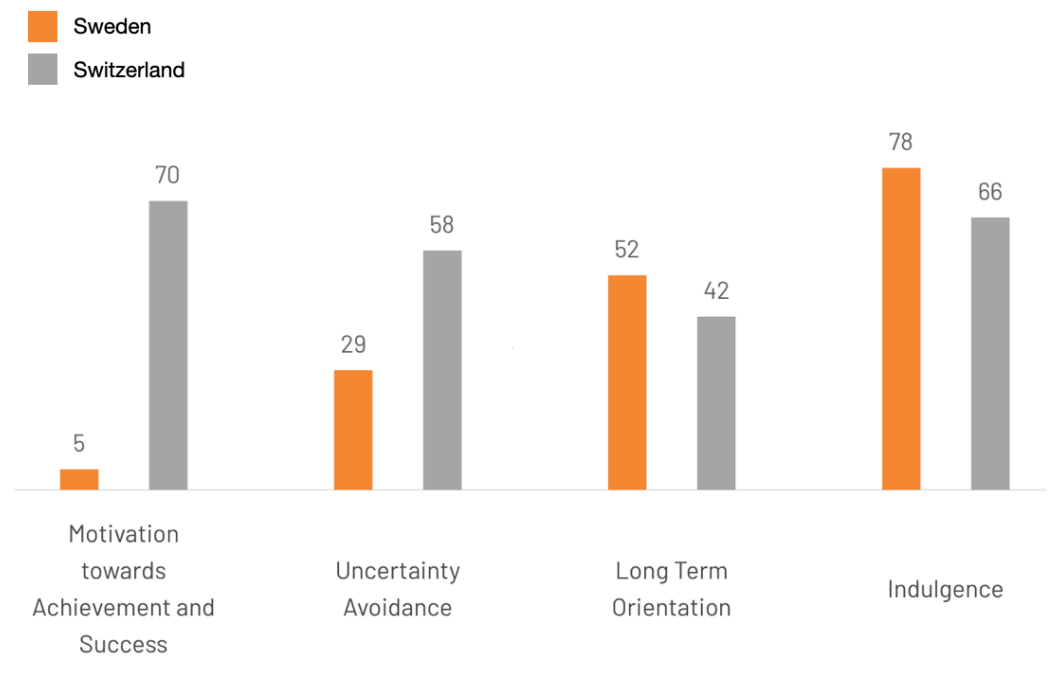
Leading Swiss Luxury Watch Brands

Bell & Ross TIME INSTRUMENTS	BLANCPAIN	Audemars Piguet A MAISON FONDÉE EN 1875	BAUME & MERCIER	OFFICINE PANERAI	PATEK PHILIPPE GENÈVE
Cartier	Chopard	BREITLING	ROSLER	RAYMOND WEIL GENÈVE	RICHARD MILLE
GUCCI	HERMÈS PARIS	CONCORDE	EBEL LES HORLOGERS DE LYON	VICTORINOX	ZENITH SWISS WATCH MANUFACTURER 1859-2024
LUMINOX	MICHELE	HUBLOT	IWC	OMEGA	HERMÈS PARIS
OFFICINE PANERAI	PATEK PHILIPPE GENÈVE	MOVADO	PHILIP STEIN	GUCCI	MICHELE
RAYMOND WEIL GENÈVE	RICHARD MILLE	CHARRIO	SEIKO	LUMINOX	
VICTORINOX	ZENITH	TAG Heuer			



Switzerland is one of the best producers of luxury products in the world

Sweden vs Switzerland



Source: Hofstede-Insights, the cultural factor, 2022.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words) The core idea was to show that Sweden is a unique destination by using the confusion with Switzerland. We wanted to demonstrate that Sweden offers different kinds of travel experiences compared to others. We chose to highlight the differences with Switzerland by putting an end to the confusion once and for all.

We realized that Switzerland represents a more traditional kind of luxury in the form of gold, banks, exclusive watches, and is seen as a tax haven. Sweden, however, has a different view on luxury and values other things, such as the freedom to roam in nature and liberal values.

In a category where luxury travel is a major focus, we can claim that we represent a different, modern kind of luxury. This becomes starkly clear when we compare ourselves with Switzerland.

The Swedish kind of luxury resonates with our main target audience and directly connects to our brand promise: Shaping the new era of purposeful travel. The core of the brand promise is that Sweden wants to be perceived as a destination that represents a more meaningful kind of travel, where traveler's can experience authentic and genuine destinations that feel unique.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Mindshare, Campaign report 2024-01-29

Vistit Sweden, Campaign evaluation 2023-12-20

Statista.com 2024

Hoffstede-insights, The cultural factor, 2022

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

*(Maximum: 100 words;
3 charts/visuals)*

To create a story that would garner global PR, we decided to reach out directly to Swiss officials. In an official manner, we presented a solution to our mutual problem: the confusion between our two countries. We demonstrated how both nations could become more distinct by specifying what each should focus on. For example, Switzerland could talk about banks, while Sweden could talk about sandbanks. Switzerland could discuss particle accelerators, while Sweden could focus on winding down, and so on. The proposed division will be formalized in a legal contract, which we will urge Swiss officials to sign.

The prioritized markets for Visit Sweden in Europe were Germany, the UK, France, and the Netherlands. While the idea primarily targeted Switzerland, the story also engaged media and audiences in these prioritized markets.

Step 1. Our strategic approach was to directly reach out to Switzerland to spark a conversation about our differences. An important aspect was to extend our outreach beyond Europe, especially targeting US media. To make the initiative even more newsworthy, we conducted a quantitative survey to gather data on how many people confused the two countries. By using examples from the US in the hero film, we ignited a conversation in US media. When the story gained traction in the US, it spread to other countries as well, illustrating the scale of the news.

Step 2. The hero film and the contract were our primary assets. The hero film spread the news about the initiative, and when different agents and key figures responded, we created response films to maintain the online conversation. By making the actual contract available on our site, we provided a clear call to action (CTA) to drive traffic to our site.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

*(Maximum: 100 words,
3 charts/visuals)*

- **Hero Film:** An official-toned film featuring an actor portraying a Swedish representative, explaining the problem and the suggested solution. This film was hosted on our main YouTube channel.
- **PR Kit:** This included information, materials from the film, and a survey asking people about the confusion to provide new data demonstrating that this is a real issue. The PR kit was distributed to relevant media in priority markets.
- **Influencers:** Engaged influencers on social media to amplify the campaign's reach and impact.

- **Response Films:** During the campaign, we produced two shorter films addressing the campaign’s response. The first film responded to the significant engagement from the public, and the second film addressed a video created by Swiss Ambassador to the US, Jacques Pitteloud.
- **Call to Action:** Directed people to our site to view and sign the proposition.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words;
3 charts/visuals)

The idea was truly PR-based, and given our low budget, the focus was on sparking global interest. We identified our target audience in key markets, including Germany, France, the UK, the Netherlands, and the US. The story was crafted to be relevant to those who confuse the countries. We developed a comprehensive PR kit, including a survey, which was distributed to global media to make the story newsworthy and increase its likelihood of being picked up worldwide.

We also partnered with HuffPost and Die Zeit to further disseminate the news in the crucial markets of the UK and Germany. Additionally, we collaborated with Upworthy to generate global conversation, and their article reached 400,000 readers.

Regarding the hero film, our focus was on platforms that offer significant reach and enable storytelling to forge strong emotional and relatable connections with viewers.

To amplify the conversation about the confusion and differences between our countries, we utilized paid social media advertising along with influencer partnerships in key markets.

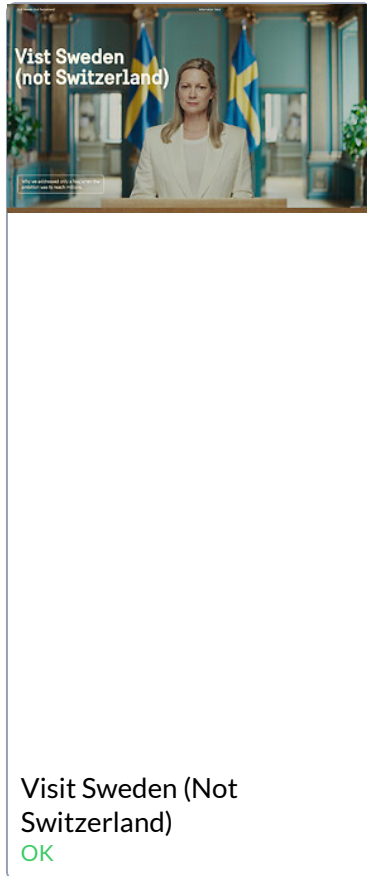
Media plan 2024

Client Visit Sweden Campaign Sweden Not Switzerland Senast Uppdaterad 2024-01-29			All Helgona		Fars dag/Sing		Black Friday				Jul	Nyår
	Marknad	42	43	44	45	46	47	48	49	50	51	52
		16	23	30	6	13	20	27	4	11	18	25
2023												
Print	CH		24 okt									
Influencers	US, UK, DE			24/10-19/11		Paus						
Partnership	US, UK, DE			25/10- 19/11								
Online Video	US, UK, DE, FR, NL			24/10 - 19/11		Paus		28/11-5/12				
Social (Räckvidd)	US, UK, DE, CH			24/10 - 19/11		Paus		CH				
Social (Trafik)	US, UK, DE				7/11-19/11		Paus	28/11-10/12				
Social, TikTok (Reach)	UK,CH, SE										23/12-31/12	
Online Video (Svarsfilm)	US, UK, DE, FR, NL									13/12-20/12		

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of

Sources:

Mindshare, Campaign report 2024-01-29

Visit Sweden, Campaign evaluation 2023-12-20

Visitsweden.com, 2024-08-20

Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS. RESULTS MUST RELATE BACK TO YOUR SPECIFIC AUDIENCE, OBJECTIVES, AND KPIS.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- All results must be isolated to Europe.
- Work must have run during the eligibility window, 1 January 2023 – 31 March 2024. Results after March 2024 that are directly related to work that ran in the eligibility window can be included. All results must correspond to a data source.

Results Overview

(Maximum: 350 words, 5 charts/visuals)

The campaign was the most successful ever for Visit Sweden in terms of achieving interest in Sweden as a travel destination. It generated unprecedented levels of attention and engagement that made a big impact.

The campaign sparked a conversation that took on unexpected proportions when the Swiss Ambassador to the US began creating his own films in response

to the initiative. This led to a back-and-forth exchange between him and the Swedish Ambassador to the US. Additionally, the response from the Swiss Female Soccer Association, regarding their new coach—a former Swedish soccer player—and reactions from dozens of influencers, helped spread the news and campaign organically across the internet.

The campaign reached 103,600,507 unique viewers daily, with exceptional engagement and positive reactions. It had a significant impact on people's behavior, driving them to the campaign sites. The number of unique visitors and the time spent on the site far exceeded benchmarks.

Several big brands like Volvo and IKEA responded to the initiative by posting in social media and the campaign was picked up in the biggest International news media in EU like LeMonde (FR), The Sunday Times (UK) Politico Europe, ZDF TV (GE) to mention a few.

It's clear that the campaign had a huge amount of impact and that Visit Sweden showed an innovative strategic approach to make impactful marketing in a cluttered industry. The campaign really stands out and positioned Sweden as a destination of a different nature.

* Compared to previous campaigns globally

* If we include the .com site the unique visitors: 355,771 unique visitors to Visit Sweden's campaign pages.com/.de/.nl/.fr. (General for the whole campaign globally +1000%) The Dwell time: 8 min 30 sec average reading time (COM+DE).

The number of unique visitors to site (including the .com site) was 2757% higher than the previous campaign.

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

The tourism industry is an important part of the economy. The end goal is to get more people to visit Sweden, which overall contributes to the Swedish economy.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

It's very challenging for Visit Sweden to track actual visits or guest nights to Sweden in relation to the marketing effort. The tracking of this kind of statistik is made by The Swedish Agency for Economic and Regional Growth. But the overall purpose of what Visit Sweden does is to get more international traveler to discover Sweden. And of course ultimately visit Sweden.

the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

The official measuring is compiled by The Swedish Agency for Economic and Regional Growth.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Gained interest for Sweden and consideration

List Result

(Maximum: 30 Words)

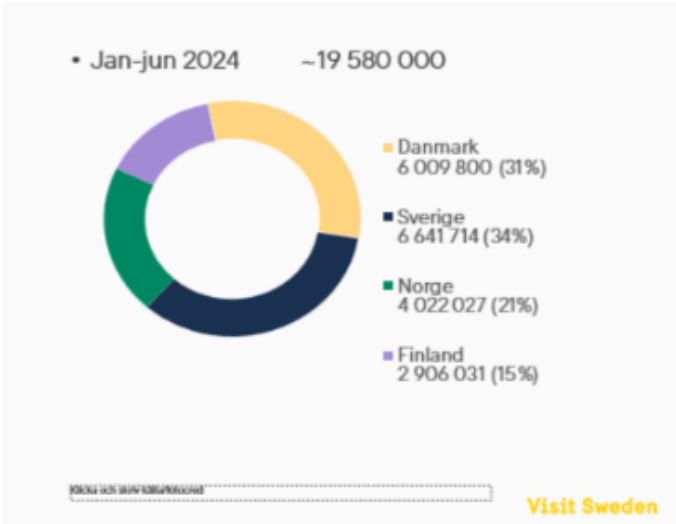
The number of foreign guest nights in Sweden during May-July 2024 is 7% higher than in the same period in 2023.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Note* we still see effects of the pandemic in some travelling behaviors, but the industry is growing back to normal. The growing numbers of foreign guest nights is caused by many ~~factors~~factors, and it cannot be totally certified that our marketing effort is the only reason why. But, compared to outer Nordic countries we saw a bigger increase the other destinations.



Marketing Objectives Results

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

In order to make the most of our meagre budget, we needed media on board. broad PR reach was crucial to spread the word.

KPI:

- Number of articles
- Reach
- Pr-valeu

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

Generating earned media was critical to increasing Visit Sweden's share of voice. We wanted to spread the news as wide as possible so that as many international tourists as possible could see and engage in our initiative.

We benchmarked at 200 articles of earned media based on the success of previous borrowed interest campaigns.

Traditional media is important to spark a viral conversation about Sweden and what we have to offer.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Visit Swedens marketing department tracks all published mentions of the campaign together with the media agency.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Reach

List Result

State your corresponding result here.

- **News Media Reach:** 84,985,043 people in the EU, with coverage in major newspapers across the region.
- **Number of Articles:** 580 written articles in Europe.
- **PR Value:** 46,778,021 SEK

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The PR-based reach was massive globally, especially in European countries and our main target markets. The largest news media outlets across all target markets reported on the campaign, which had the desired effect of spreading the initiative among the audience.

With nearly 4 million euros in earned media, we surpassed our entire paid media budget for the year.

Activity Objectives Results

-

1

Objective - Overview & KPI

State your
objective here.

(Max: 30 words)

Over all objective: Increase interest in Sweden as a travel destination.

KPIs:

- Stated interest in visiting Sweden.
- Unique visitors to the site.
- Dwell time on the site.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

These objectives and specific KPI:s relates directly to the overall purpose. The KPIs highlight interest in Sweden as a destination in relation to the specific marketing effort. A result of people becoming interested in our initiative, is that they visit the site to read more about it and about Sweden in general.

• **Benchmark:**

- Dwell time: 1 min 45 sec benchmark*

*Numbers are included in the campaign evaluation.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

How to measure:

- Direct questions in questionnaire.
- Measure of unique visitors to sites.
- Measure of time spend on campaign sites.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Popularity / Fame / Social Discourse

- Unsure which objective type to select?

Positive Sentiment / Emotional Resonance

View

guidance
here.

Reach (e.g. open rate, shares, views, attendance)

List Result

State your
corresponding
result here.

KPIs:

- 89% of campaign viewers expressed interest in visiting Sweden.
- 190,000 unique visitors on .de/.uk/.fr. (355,771 including .com (+1000%))
- **Dwell Time:** 3:45 min in average reading time (+40% over benchmark)

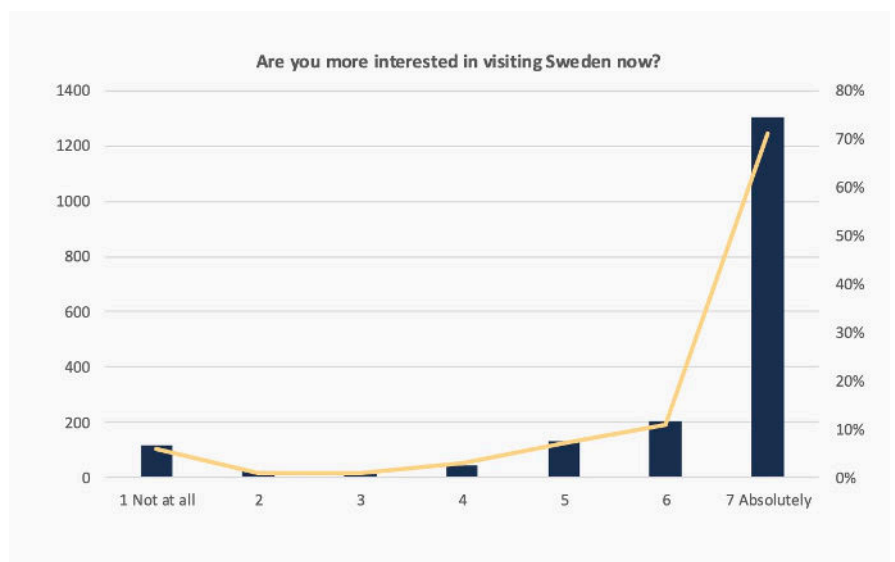
Context

Explain, with
category,
competitor,
and/or prior year
context, why
these results are
significant for the
brand's business.
*(Maximum: 75
words, 3
charts/visuals)*

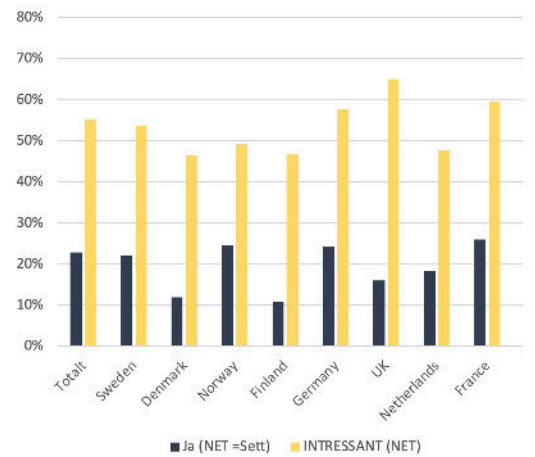
The number people who stated that they were more interested in visiting Sweden after the campaign really highlights the effect.

The of unique visitors and the time spent on the site were remarkable. This indicates that we successfully generated interest in Sweden as a destination among our target audience.

Including the .com site, the total number of unique visitors to Visit Sweden's campaign pages (.com/.de/.nl/.fr) was 355,771, witch is +1000% increase i traffic.



Sweden (Not Switzerland)



Källa: Målgruppanalys 2024, Visit Sweden/YouGov
9 månader, Målgrupp: Globala resenärer
232- Under hösten förra året lanserade Visit Sweden kampanjen "Sweden (not Switzerland)" som med glimten i ögat ville råda
bot på förvällingen med landet Schweiz och Sverige och en gång för alla bestämma vem som pratar om vad. Har du hört eller läst
något om "Sweden (not Switzerland)" innan du deltog i denna undersökning?

Additional Results

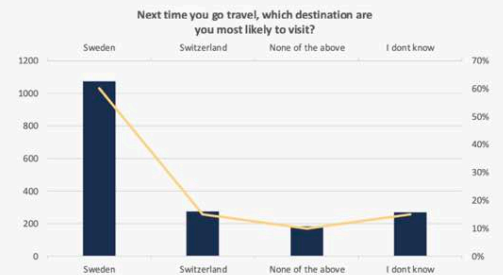
You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

Brand lift study Hotjar on .COM 2/3

Next time you go travel, which destination are you most likely to visit?

- 60 % (1 075) are most likely to visit Sweden
- 15 % (274) are most likely to visit Switzerland



Brand Lift Study Hotjar.com, 2000 respondents

Visit Sweden

YouTube brand lift study – ad recall



- Which of these travel destinations have you seen online video advertising from recently?
 - Sweden
 - Finland
 - Norway
 - Denmark
 - None of the above

Conclusion: the ones who have seen it have a higher brand recall (9-16%) in other words its remeberable.

Visit Sweden

@escwilde222

Georgia and Georgia need this 🤔
Love this video! I truly recommend visiting Sweden ❤️🇸🇪

@Blackfire123creation

The amount of people not knowing the difference is just insane to me. Amazing video!

@mlkeweinstein5180

Great ad, made me laugh. Usually skip most ads but I sat through this entire one!

@goldenrain87

This is genius 🤔 As a Swiss living in the UK, I can't count how many times people call me Swedish.... Once a Nurse from Sweden told me the same thing that she always gets mistaken for Swiss. We shared hands at the end and laughed. Two different nations, two different cultures both beautiful in their own way.

@Number1sherif

Imagine being in a country so peaceful and chill that they have funny beefs like this

@NovaH00

The amount of time I got confused by Sweden and Switzerland in my native language was so high that at some point I thought the 2 countries were one 🤔 In Vietnamese, Sweden is "Thuy Dien" while Switzerland is "Thuy Si"

@singingcat02

I live in France and they even made a short report about this video on the news here. As a Swiss citizen myself I find this hilarious

@DanTheCaptain

Australia, Austria, Slovenia and Slovakia all have something to learn here. Best wishes for this historic agreement.

@rina-ht4cc

Even in my Spanish textbook they confused the two. There was a static graph showing happiness or something in certain countries compared to each other, and one said "Suecia" (Sweden) but had the Swiss (Suiza) flag attached to it

@aerosol5875

I had a real chuckle watching this little gem. I live in the United States and although the vast majority of us are geographically challenged, I have noticed that a not-insignificant minority of my fellow Americans who have traveled or studied abroad—and are generally familiar with continental Europe—have, on several occasions, unwittingly referred to Sweden as Switzerland and vice versa. We need to fix this problem and once and for all if people keep mixing up these two countries I am going to go crazy.

@nickyecen

Just want to mention that in Brazil mixing up Sweden and Switzerland is even more common, since we call Sweden "Suécia" and Switzerland "Suíça" which sound very similar

@Authorthings

This is the best ad for visiting a country I've ever seen!!! I get them confused a lot 🤔

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the

influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Nothing

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Nothing

*(Maximum: 200 words;
3 charts/visuals)*

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid

media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Campaign Period:
Competition Year

€50-200 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior
Year

€50-200 Thousand

Donated Media (Current Year)

Campaign Period:
Competition Year

Not Applicable

Donated Media (Prior Year)

Campaign Period: Prior
Year

Not Applicable

Compared to other competitors in this category, the budget is:

Select one.

Less

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

About the same

Media Budget Elaboration:

Provide judges with the context to understand your budget. **The budget is very small. and well under €200 000.**

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy?

Did you outperform your media buy?

In addition to providing context around your budget, if you selected

Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.

This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€50–200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

The over all budget including everything was well under € 200 000

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : Own social media channels

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Product Placement – Occasional

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Partnership with Cie Zeit and HuffPost to get extra spin about the campaign.

Die Zeit delivered the best reading time with an average of 3:23 (benchmark 2:58 minutes) 140% above the benchmark.

Die Zeit exceeded expectations when it came to dwell time, but did not use Native traffic effectively and therefore the article did not get the desired circulation.

Huffpost did not quite live up to expectations in terms of results, content and collaboration.

Minor partnership with influencers in GE, UK.

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Influencers

Digital Mktg. – Long Video (3+ min.)

Digital Mktg. – Mobile

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Print - Magazine

Sponsorships – Entertainment

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Public Relations

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Long Video (3+ min.)

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or
select Not Applicable.

Instagram

TikTok

Twitter

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Visit Sweden (Not Switzerland)
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

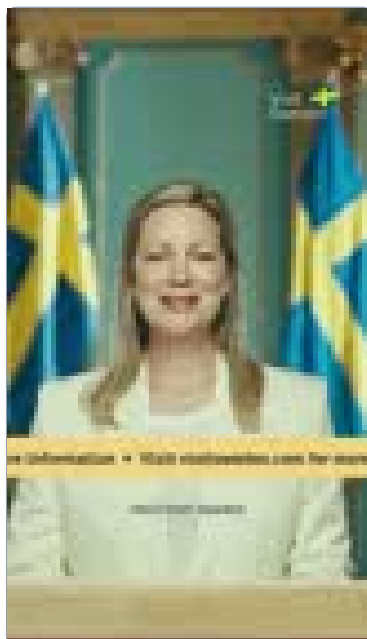
Digital Mktg. – Long Video (3+ min.)

Digital Mktg. – Short Video (:15-3 min.)

Public Relations

Raw Creative Examples as Originally Aired

For Research Purpose



Swedish meatballs
OK

In what language the raw creative example aired?

English

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

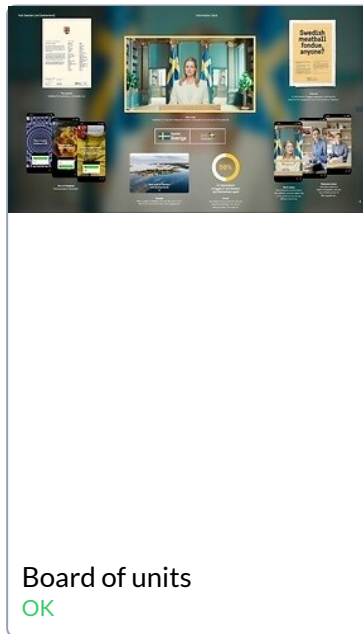
Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/jpeg format



Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a

translation in the text
box below. This will not
be counted towards
your entry form page
limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 226f140a5de96f5cdba936f016a7ce8d