



BRANDING TOOLKIT VOL 1

THE PIONEERING NATION

CONTENTS

Nation Branding – What Is It?	page 3
Nation Branding – Why?	page 5
Branding Toolkit	page 7
‘The Pioneering Nation’ – The Brand of Greenland	page 9
Powerful Nature	page 13
Pioneering People	page 17
Spirituality of Nature.....	page 21
Greenland - Be a Pioneer	page 23



NATION BRANDING - WHAT IS IT?

Nation branding is about creating a positive image of a country, combining its values, characteristics and culture, that makes sense both internally within the country and externally abroad. A brand is not the full story of a country with every detail and complexity that involves, rather it is selective and timeless, and relates the nation's key stories, emphasizing a few over all others. It is absolutely crucial that these key stories are as recognisable and acceptable to Greenlanders and regions as well as visitors to the country or those who encounter it in some other relation. In other words, it is crucial that there is a connection between image, identity and culture, and between how others see us and how we see our own values and norms.



DYNAMIC - ENERGETIC - VIGOROUS

NATION BRANDING - WHY?

During the past 10–15 years, more and more countries have started working on the nation branding. The reason is that a country with a strong brand and a positive image is better placed in the global competition than one with a weak or negative image. Today, nation branding is one of the determining factors that can influence the outcome of a nation's efforts to attract tourism, investment and foreign labour; to export goods and services; and to influence cultural

and political developments abroad. The national brand creates a positive and cohesive framework, within which the country can market itself and national businesses can brand their own products and services. The result? Greater recognition and market penetration—adding values to destinations, companies and organisations.



BRANDING TOOLKIT

The toolkit is a collection of tools you can use to market your business and products/services within the Pioneering Nation brand. The tools can be used all together or grouped for your own purpose.

The toolkit consists of two parts:

1. BRANDING TOOLKIT VOL. 1

This toolkit describes the national brand, "The Pioneering Nation," and the values that attach to it that you will find in the following pages. Along with the text, there are also images of Greenland that support the brand's messages and values. The visual element is key to branding because it is a simple and easy way of conveying brand messages and values.

This part of the toolkit can help you framing products or services under the umbrella of the Pioneering Nation brand. This applies to both public and private segments.

2. BRANDING TOOLKIT VOL. 2

The toolkit includes a tourism-specific aspect with an introduction to and description of the nine segments, which Visit Greenland has identified as its target market, such as active empty nesters and young adventurers. These segments are again divided into three main categories: Adventure, extreme adventure and cruise. All three categories are tied in to the Pioneering Nation brand in order to make Greenland a more attractive travel destination. Videos and pictures can be downloaded at media.gl free of charge to support your marketing.

This part of the toolkit is designed to help you target the most attractive segment to you when branding, marketing, and developing or selling products.



INFORMAL - QUICK TO LAUGH - WELCOMING

'THE PIONEERING NATION' - THE BRAND OF GREENLAND

Greenland needs a strong national brand—a brand that can generate national pride internally and that can attract international tourists, investors and workers, raising its visibility in the whole range of different sectors on the global stage.

To create a national brand, it is necessary to find common elements and values that hold true reflection of Greenland that can be applied over time and region. The key Greenlandic story can be found from the relationship between the power of the nature and people's pioneering spirit: Powerful & Pioneering.

POWERFUL

POWERFUL

Challenging
Giant
Hardy
Magnificent
Raw
Rough
Strong
Unpredictable
Untameable

UNTOUCHED

Alluring
Authentic
Genuine
Original
Pure
Remote
Unique
Virgin

SPIRITUAL

Beautiful
Calm
Contrasting
Harmonic
Meditative
Mythical
Overwhelming
Silent
Timeless

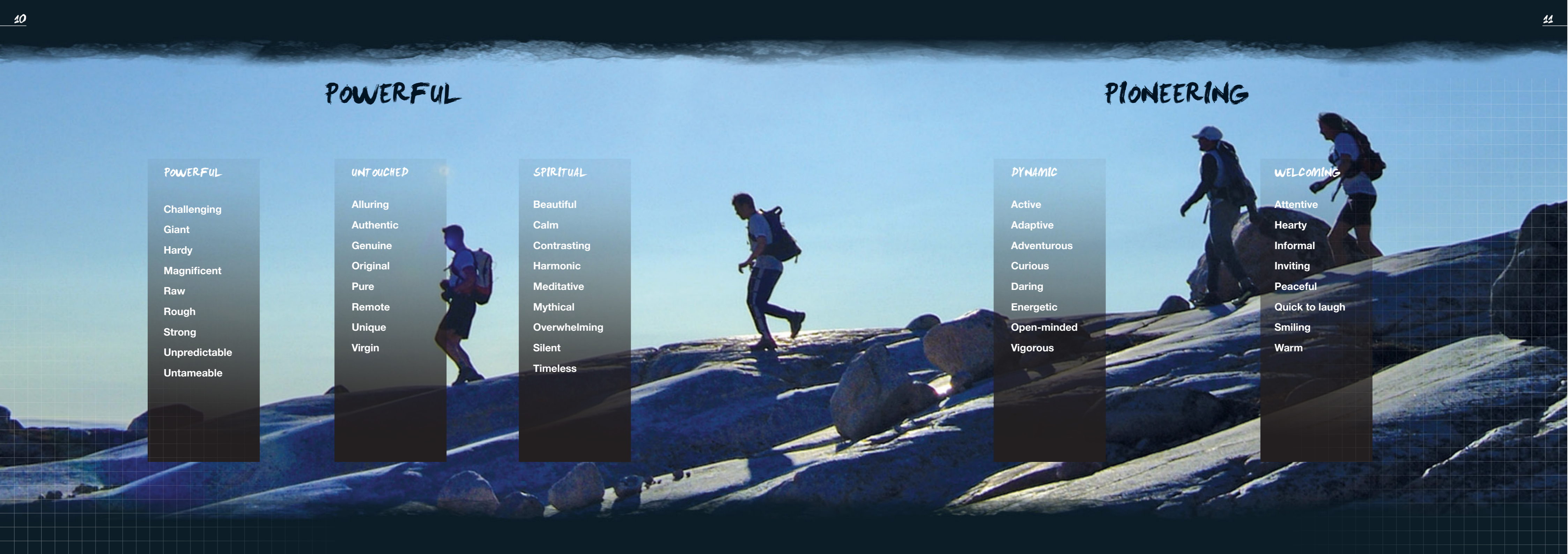
PIONEERING

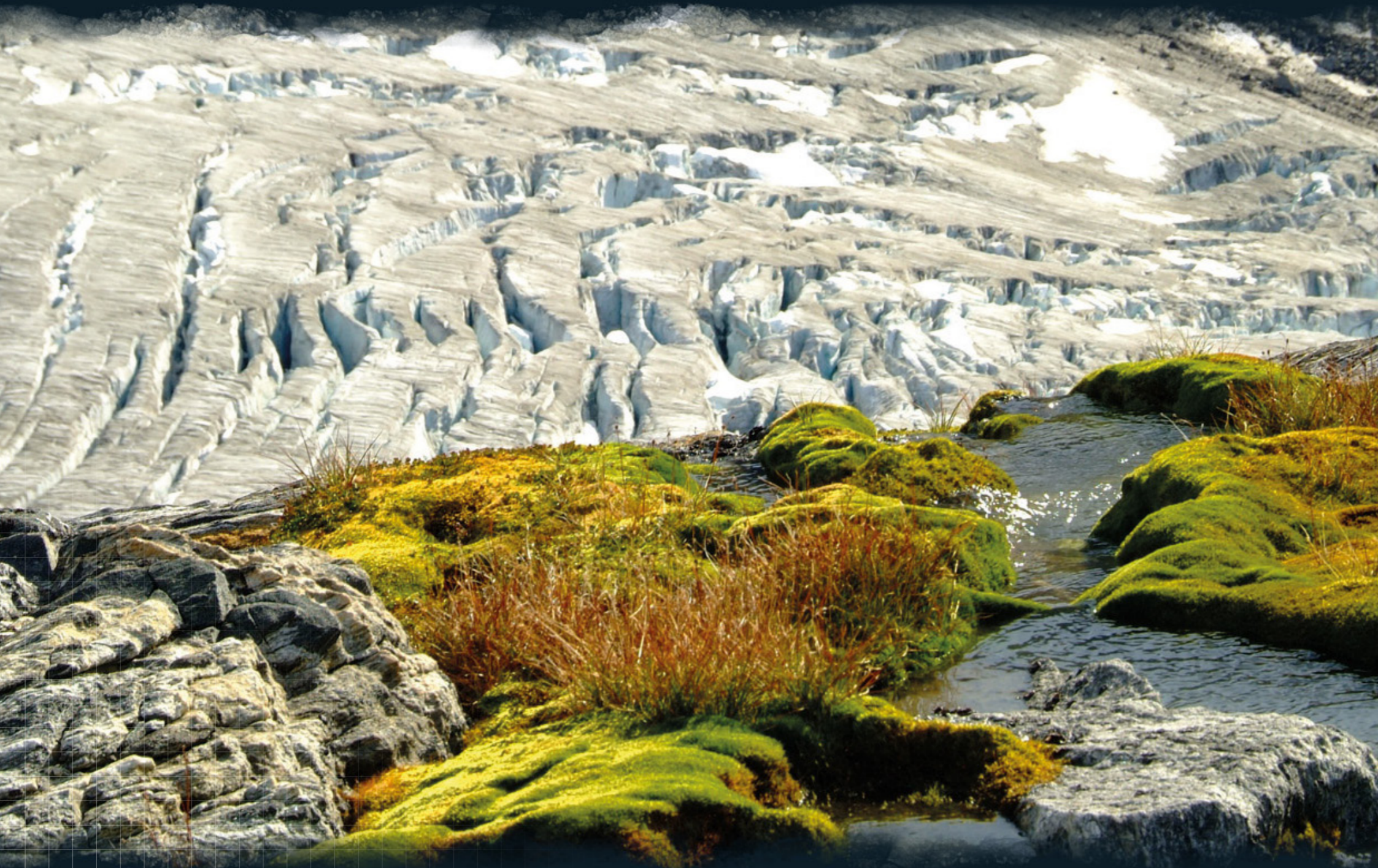
DYNAMIC

Active
Adaptive
Adventurous
Curious
Daring
Energetic
Open-minded
Vigorous

WELCOMING

Attentive
Hearty
Informal
Inviting
Peaceful
Quick to laugh
Smiling
Warm





CONTRASTING - MAGNIFICENT - UNTOUCHED

POWERFUL NATURE

Greenland's untamed nature is powerful and vast in scope. Wind, water and ice have shaped the country's mountains and created the magnificent Arctic landscape.

About 80% of the country is permanently covered by ice, meaning that the only places possible for life to flourish are along the coast and in the ocean. In winter, coastal areas are covered by ice and snow, but when the sun returns, the frozen water melts down, bringing back the wild rivers and streams throughout the nation.

In summer, the strong sunshine and bright nights blow life into the country at a great intensity. The pure nature can be felt in the cool, clean air of Greenland all year round.



GIANT - RAW - UNTAMEABLE

POWERFUL NATURE

The Arctic environment's enormous power and vastness have played a decisive role in the way we have built and developed our society. Nature has not just been the beautiful scenery, but has also been a constant challenge to the people.

Most of Greenland is covered by ice, making each city and settlement physically isolated. The cold and unpredictable weather tests people's limits. Therefore peo-

ple have always had to look for ways to adjust to what Mother Nature lays out for them.

After all, the primal forces of nature have always been what people have had to contend with, and this is just as true today as it has been since the beginning of the history.



CURIOUS - HEARTY - OPEN-MINDED

PIONEERING PEOPLE

A pioneer is a person who takes the lead, breaks new ground and paves a way for others to follow. The people, who are living in or attracted by Greenland, usually have a number of characteristics in common. They are:

ADVENTUROUS: A basic desire to enrich one's life with experiences/travel. Attracted by unique, overwhelming or intense experiences and opportunities to break and/or move boundaries.

DYNAMIC: The ability to react and tackle challenges. Able to turn ideas and plans into action and outcome.

FLEXIBLE: The ability to react and adjust to challenges and changing requirements.

OPEN-MINDED: Openness is a pre-condition if you are to adjust to changes and gain new experiences. The world we know today may look very different tomorrow.

INDEPENDENT: The ability to think and act in keeping with one's own wishes and opinions.

They are indeed today's pioneers.



ADVENTUROUS - INVITING - WARM

PIONEERING PEOPLE

Throughout the ages, people who have been attracted to Greenland are those with pioneering spirits, who are not afraid of making ways to new places to discover new opportunities. They are indeed pioneers in their own ways: From the Inuit, who emigrated to a huge and unknown country thousands of years ago, to the Vikings in South Greenland and to many explorers, traders, missionaries and workers who have visited the country.

The pioneering spirit is still Greenland's trademark: Despite the natural challenges and hardship, Greenlanders have developed a modern society where modern communication and technology are available. Greenland is also moving forward to achieve independence from Denmark.

The relation between the two key concepts, Powerful and Pioneering, is also crucial: It is nature's great power that has made the pioneering spirit imperative for the survival and development.



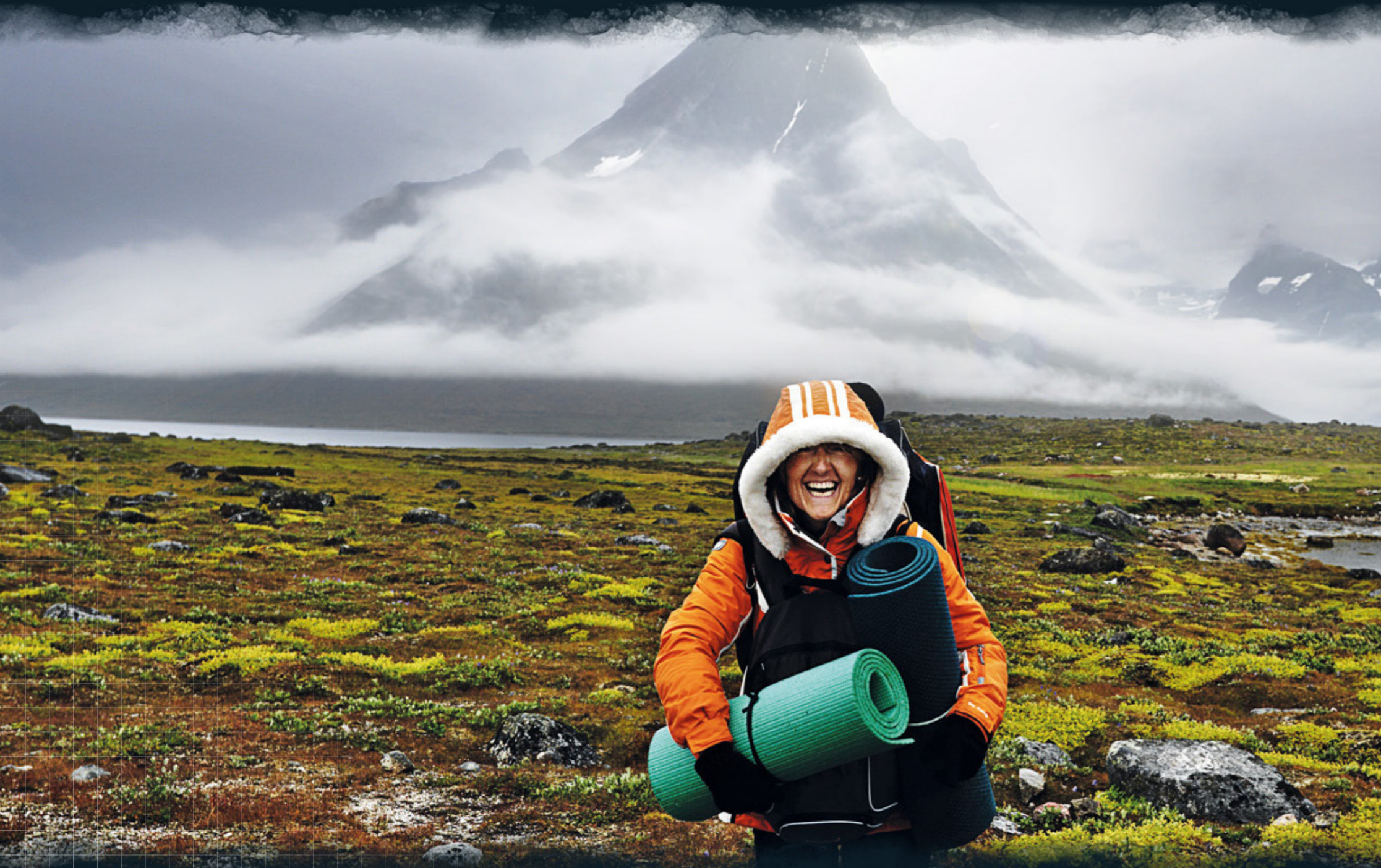
MEDITATIVE - MYSTICAL - TIMELESS

SPIRITUALITY OF NATURE

In Greenland, roads end where a city ends, and grand nature spreads before your eyes. As if time has stopped, the landscape has barely changed over the past hundreds, or thousands of years, while people have come and gone. The magnificence and timelessness of nature make us feel small and humble.

As you walk into nature, leave your everyday routine behind. Slow down, breathe the air, appreciate the surroundings, and live the moment. Forces of nature are uncontrollable and unpredictable. In the presence

of Mother Nature with such a great power, you get to make the spiritual connection to it and look at your inner-self. The spirituality of nature should not be interpreted in a religious sense. Rather it is the serenity we feel when we let ourselves completely be in powerful nature and accept that life is beyond our control.



ACTIVE - ADVENTUROUS - CURIOUS

GREENLAND - BE A PIONEER

'BE A PIONEER' is an invitation to Greenland, the adventure tourism destination.

It is saying that a tourist, who visits this new and unexplored destination, is a pioneer, whether s/he is on an expedition across the Greenlandic ice sheet or on an organised tour or on their own. Greenland certainly provides a traveler with an opportunity to cast himself or herself as an adventurer or a pioneer.

Are you a pioneer?