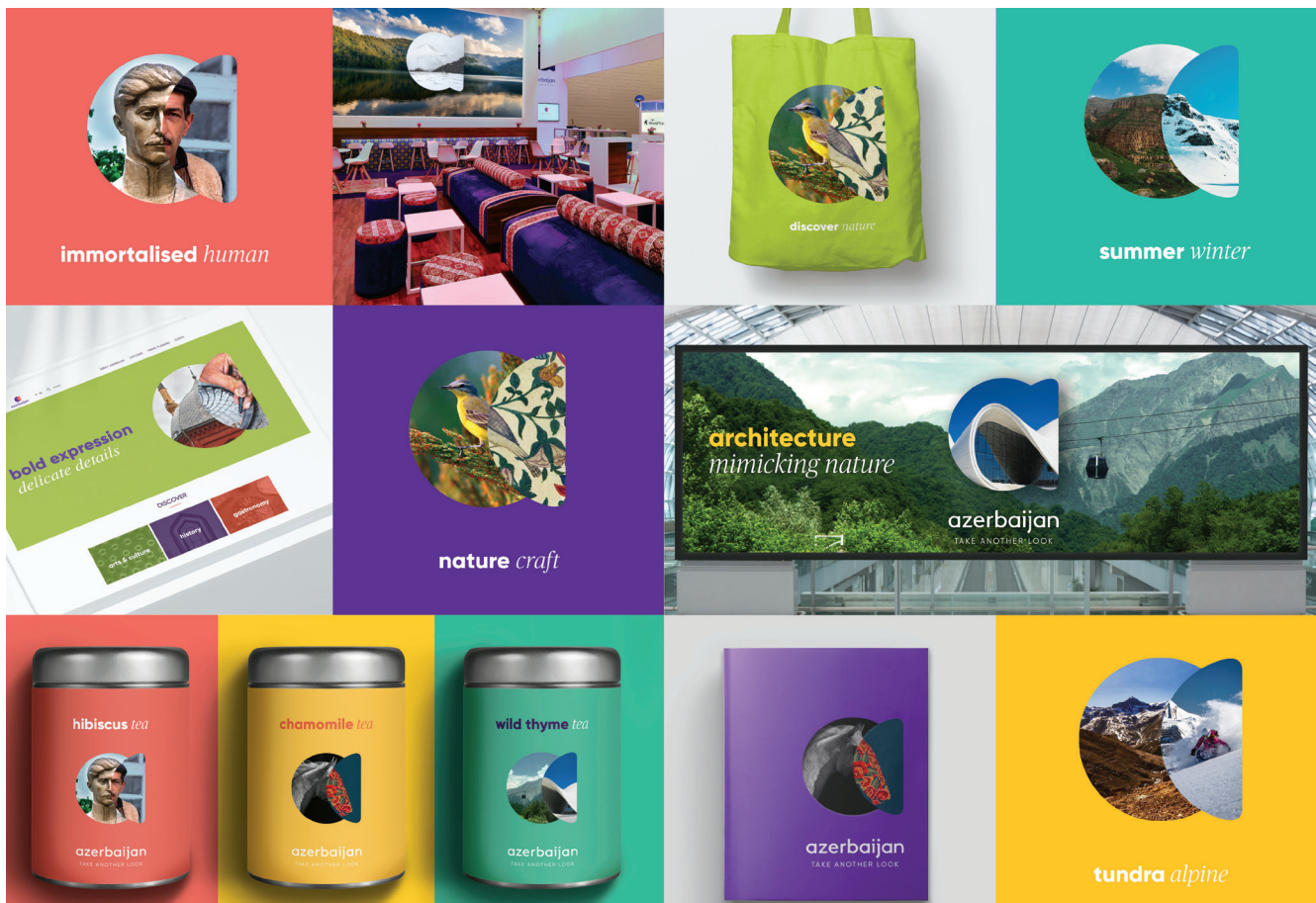


Best Use of Design



Take Another Look – Azerbaijan Country Re-brand

Landor

What do you think of Azerbaijan? If you're picturing oil fields, an ex-Soviet state, or even a recent Eurovision contestant, you're not alone. The Azerbaijan Tourism Board had a clear challenge: to re-define the identity of a country and double the number of visitors to 5M by 2025. To save it from the cruel preconceptions and chart a new path for its future, with tourism as the main vehicle to achieve this.

Previously Azerbaijan was ranked as 84th (out of 100) on the list of nation brands, ranked by value, which was a 6% drop since 2017. The team's objective was to move quickly up the rankings to make tourism a real source of sustainable revenue for Azerbaijan. To do this, they had to immerse themselves first-hand. To get the real experience. Over two weeks, the team explored Azerbaijan, visiting every one of its regions and holding 50 conversations with its residents. A strategy was built based on that first-hand experience, eliminating the distance that all-to-often breeds misunderstanding. The team's journey became the basis for a new positioning: Take Another Look. The insight that drove this was that everyone deserves a second chance, especially the amazing people that the team met on their journey through the country. With Azerbaijan specifically, Take Another Look is only successful if your first thought is negative, which was the case with the majority of people the team had spoken to. The messaging implores the viewer to think twice. To go deeper and look again. These 'revealing contrasts' underpin the challenge for a destination brand that was prepared to acknowledge negative audience sentiment and directly challenge people to change their viewpoint.

To activate the invitation – Take Another Look – the team developed a key asset, the 'reveal lens'. This symbol turned the proposition into creative action: through the reveal lens, the

audience can see the vibrant contrasts that make Azerbaijan unique, forcing reconsideration and directly challenging the viewer's perception. When you do Take Another Look, you will see a country filled with exceptional diversity: nine climatic zones, from snow-capped mountains to sandy dunes; an ancient historical tapestry supporting a modern, progressive culture; and, even in seemingly inhospitable places, a friendly and welcoming people.

Celebrated by both the Tourism Board and the people of Azerbaijan – it became a catalyst for change. Driven to change perceptions, the Board chose to increase their participation in tourism fairs – launching the brand at the WTM fair in London – and 6 others across the world. From the initial survey to creative execution, the project has been about discovery and revelation. In fact, it's that experience – of finding something new, in unexpected places – that drives people to travel. The 'Take Another Look' brand brings this experience to the audience, letting them 'rediscover' a whole new country.

In 2018, Azerbaijan welcomed a record number of tourists which brought in over \$3 billion into the economy. Tourism is now 13% of the total economy (up 3% from 2017) and employment within the industry increased by 11% in the past year. Visitors are set to grow 6% YOY until 2021 which means that the 5M target could be reached earlier than 2025. The World Travel and Tourism council has named Azerbaijan as "one of the top 20 fastest growing tourist destinations in the next 10 years" and so, the future looks bright. The launch campaign itself reached 254 million people & received 288 pieces of coverage including 83 top tier media interviews.

Now, when you think of Azerbaijan, what do you think of? ●