

Place Brand of the Year

SPONSORED BY

The New York Times



Greater Copenhagen

Entered by Copenhagen Capacity



Globally, competition is strong between capitals and metropolises to increase growth, investments and attract international talent. As a step towards increasing the competitiveness of our metropolis, the 'Greater Copenhagen' collaboration was conceived. This two-nation partnership between Eastern Denmark and Southern Sweden unites 79 municipalities in creating a metropolis of 4 million people under one name and with the vision of making Greater Copenhagen the leading international hub for investment and knowledge.

We had to address the fact that Greater Copenhagen lacked the reputation and awareness to make it top-of-mind as a business location and to find a new way to market our two-nation metropolis as a great place for business.

The strategy builds on the belief that we are stronger together than as individual regions and municipalities, and by uniting our efforts we can market our metropolis with greater international impact.

To differentiate our metropolis as a business hub, we decided to use our current positive brand image and soft values to our advantage. The very idea behind the campaign concept 'There is more to our happiness...' is to redefine the perception of the soft values happiness, freedom and quality of life, so that they are also perceived as competitive factors that make an attractive place for doing business and building a career. Danes have 6-7 weeks of holiday a year, but Denmark also has one of the world's highest GDPs. We have an exceptional work-life balance with time for both our children and exciting careers, but Danes are also some of the most efficient and hardworking employees. In conclusion, 'There is more to our happiness...' A digital media strategy was developed and implemented through close partnerships with companies and

organisations in select industries to capitalise on their in-depth expertise and, in return, to provide them with exposure to attract international talent and investment.

The two first campaigns, conveying the message that Greater Copenhagen has appealing, booming gaming and FinTech industries looking for talented developers, reached 11 million and 19 million people, respectively. The third campaign, targeting FinTech companies, reached 6 million people with the message that Greater Copenhagen is an attractive place to establish a FinTech business.

We are building our brand and achieving overwhelming awareness; so far the 3 test campaigns have generated 36 million views. Data analysis shows that the concept 'There is more to our happiness...' hits the spot. Using our soft brand values with a tongue-in-cheek twist are indeed generating the attention and conversion rates we hoped for. The value creation is tangible for all parties and the campaigns are instrumental in building a strong Greater Copenhagen brand and ensuring that our metropolis is a preferred business destination. The successful launch has generated great interest, and the next campaign showcases Greater Copenhagen's life science strongholds to attract companies and talent.

The Danish think tank DEA and the Confederation of Danish Industry has calculated the value of a foreign highly skilled worker moving to Denmark: without family = 96,000 EUR to public finances, with family = 293,000 EUR. The 20 jobs created by the initiative will generate at least 1.92m EUR in public finances – and with the plan to launch 10 campaigns annually, the campaigns will contribute 19.2m EUR to the Greater Copenhagen region.