

AWARD
WINNING
WORK



BEST USE OF CREATIVE

Project
Seek the world

Client
Trade Council of Denmark

Year
2008



Executive summary

Client

Trade Council of Denmark

Campaign

Seek the world

Introduction

The Trade Council of Denmark (part of the Foreign Ministry) helps exporters establish or enhance commercial activities all over the world. Despite having an awareness of over 70%, the body felt it needed an awareness campaign to combat flagging interest.

Insight

The Trade Council's main challenge is better defined as preference, not awareness. Its image is outdated, and exporters are reluctant to use its services as they (mistakenly) feel the body lacks real-world experience abroad.

Idea

Playing on the design of Denmark's national flag, this campaign dramatises the organisation's exceptional geographic footprint and explains that the Trade Council is on the ground in 90 locations worldwide. Visually dramatic, the tone of voice is confident, while the message itself is a stirring call to action.

Implementation

Print ads in business publications

Billboards at Copenhagen Airport integrated with display stands containing specific product information

Why it won

The idea used in this campaign was not only creatively original, but remarkably simple and beautifully executed. The case for creativity is best made by the results achieved – the campaign reversed a five-year negative slide in the Trade Council's image.

Award briefing

Client introduction

The Trade Council of Denmark (Danmarks Eksportraad), part of the Foreign Ministry, provides consulting services on establishing or improving commercial operations abroad to Danish exporters.

The organisation can help with everything from the theory of market feasibility analyses and export strategies, to the very practical business of finding local offices or distribution partners.

Central to the organisation's ability to provide qualified assistance is its exceptional international presence and unique access to Denmark's diplomatic network.

Campaign objectives

This is an image campaign designed to increase both awareness of and preference for the Trade Council of Denmark.

Preference was a particularly key performance metric. We needed to improve the perception of the trade council, which was seen as a little static and lacking in commercial experience.

While the Trade Council enjoyed high awareness (above 70%) among exporters generally, its awareness among the core target group, ie, those seeking third-party assistance, was far lower (23%). Since most exporters do not ever seek third-party help, raising awareness specifically among those that do was a crucial objective.

Ultimately, the task was to translate a high general awareness into increased business by improving the Trade Council's image. Central to achieving this was conveying a clear, compelling advantage relevant to the core target group.

Strategy

The challenge

The challenge for the Trade Council isn't that people have a strong dislike of it. The majority of the market doesn't have a particularly strong opinion about the organisation one way or the other. In fact what we're up against image-wise more than anything is indifference.

This indifference stems from three things:

1. The lack of a clear overarching position that stakes out a relevant point of difference
2. Uncertainty about what the Trade Council does (on a more factual level)
3. Potential customers' belief that they don't need any external help

The proposal

The Trade Council – like other export advisories – helps Danish companies enhance export activities around the world. However, there are two things unique to the organisation:

1. Its vast geographic network
2. Its ties to the diplomatic corps

CBC's advice was to focus on the global reach aspect of the Trade Council's profile. No other rival organisation can come close to offering the Trade Council's coverage, particularly in terms of physical presence on the ground around the world. Geographic coverage is of course highly relevant for the target group, and it's a defensible and enduring position for the Trade Council to own. This position was summed up as follows:

Danmarks Eksportraad helps companies establish and improve commercial operations abroad through its vast global network of trade offices and consultants. Danmarks Eksportraad's knowledge of local conditions, diplomatic ties and presence on the ground in 90 locations worldwide give its customers a competitive edge.

Target audience

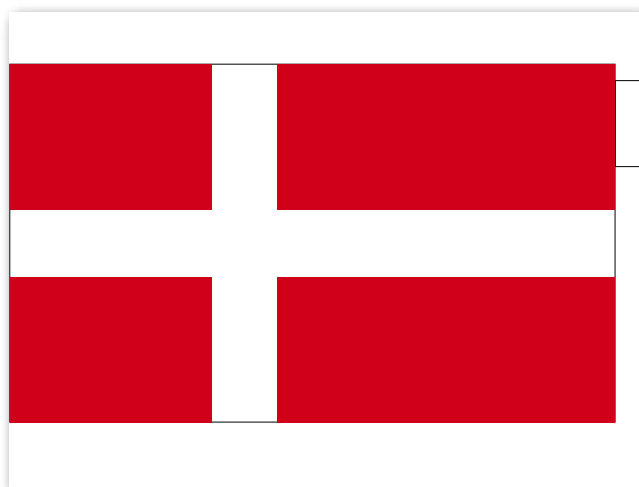
The core target audience for this campaign is senior management (export managers, sales/marketing managers, managing directors and owners) of small to medium sized private Danish companies (5 to 99 employees).

Creative idea

Playing on the design of Denmark's national flag, this campaign communicates that the Trade Council of Denmark is physically present on the ground in a huge number of locations around the world – both exotic and familiar.

Each advertisement draws attention to a different region of the world, using landscapes characteristic of that region – all of course shaped in the distinctive form of Denmark's national flag.

The design of Denmark's national flag is widely known domestically and it is a symbol seen throughout the country.



Unofficial translation of the ad:

WE'RE HERE. ARE YOU?

Danmarks Eksportraad is on the ground in 90 locations around the world. So wherever your global ambitions point, chances are we're already there. With local insight and access to decision makers at all levels, we help exporters with everything from analysing business opportunities to improving international sales. Visit us at www.eksportraadet.dk

Danmarks Eksportraad

The design grid of Denmark's national flag is used to subtly signify the organisation's presence and implies that the Trade Council is looking out for the commercial interests of Danish businesses all over the world.

The message in the headlines is a call to action, encouraging Denmark's private sector to expand its international horizons and commercial ambitions, while the bodycopy gives a clear account of how the Trade Council can help you achieve this.

The striking visuals in this campaign perfectly complemented the large-scale print and outdoor media formats selected.

Media

Purely a national campaign, three primary media types were selected:

1. Print ads
2. Billboards at Copenhagen Airport
3. Display stands at Copenhagen Airport

Print ads ran in business publications, including Danish business daily Børsen.

DANMARKS EKSPORTRÅD
UDENRIGSMINISTERIET

ATLANTA BOGATA CARACAS CHICAGO LOS ANGELES MEXICO CITY MONTREAL NEW YORK SANTIAGO SAO PAULO SILICON VALLEY WASHINGTON

VI ER DER. ER DU?

Danmarks Eksportråd er repræsenteret 90 steder verden over. Vi er dér, når du vil i gang – eller videre. Vi har lokalkendskab og adgang til beslutningstagere på alle niveauer. Vi hjælper dig med at analysere dine forretningsmuligheder, forbedre din konkurrenceevne samt øge dit internationale salg. Læs mere på www.eksportraadet.dk



BUENOS AIRES MONTEVIDEO LA PAZ CARACAS BRASILIA PUERTO LA CRUZ SALVADOR SÃO PAULO SANTIAGO ARICA BOGOTÁ

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BERLIN BUKAREST DUBLIN ISTANBUL LONDON MADRID MILANO MOSKVA MÜNCHEN PARIS PRAG TALLINN WARSZAWA ZAGREB

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BANGKOK BEIJING GUANGZHOU HANOI HONG KONG JAKARTA KUALA LUMPUR NEW DELHI SEOUL SHANGHAI SINGAPORE TOKYO

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Airport billboards connected with exporters in their natural habitat – the departure lounge.



Display stands used campaign imagery to draw audiences to more detailed product information.



Timescale

The campaign has run throughout 2007 to the present day.

Results

An image survey conducted four months after the campaign launched showed a positive response on all fronts.

- Preference increased for the first time since 2002, breaking a five-year negative cycle
- Awareness among the core target group increased by 14%, from 23% to 37%
- The number of people using the Trade Council's services rose 10%, from 18% to 28%
- Overall perception improved in all seven desired image attributes (the Trade Council wanted to be associated with the following characteristics: trustworthy, serious, professional, natural export partner, dynamic, skilled, accessible)

Testimonial

"The creative idea developed by Cross-Border Communications is very strong and has been well received across the organisation. In terms of creativity, the campaign is exceptionally good and gets our message across in a highly original way."

Eva Egesborg Hansen

Head of Department, Public Diplomacy and Communications
Ministry of Foreign Affairs, Denmark

