Millest on tehtud tugevad brändid?
“Estonia is probably the case study all countries should focus on as a reference for the future of Nation Branding.”

— José Filipe Torres
Mis on bränd?
“Your brand is what people say about you when you are not in the room.”

— Jeff Bezos
“Your brand isn’t what you say it is, it’s what Google says it is.”

— Chris Anderson
“Brand is just a perception, and perception will match reality over time.”

— Elon Musk
Brändi eesmärk on eristuvus + emotsioon
Bränd mõjutab suhtumist ja otsuseid
Igal asukohal on bränd olemas.
alates 2025?
Asukohabränd on keerukas ja kontrollimatu.
Welcome to Estonia’s Isle of Women

What would life be like without men? On this tiny Baltic island, it’s business as usual. But its colorful, fulfilling way of life is threatened by a dwindling population.
The consequences of success, and the consequences of being well known for some things but not for others, are starting to become more visible for Oslo. The risk is missed opportunity. This last year of results indicate that for Oslo to translate its momentum into wider visibility and demand, more permanent co-ordination and communication will be essential, with three areas appearing to be common priorities:

- **Leadership ambition.**
  Oslo can make its first mover position more permanent in terms of green policy, cultural development, social inclusion and urban technologies. To do so will require being bold, proactive and experimental as the pace of change is fast and different aspects of a city's reputation can develop or dissipate quickly, especially during periods of turbulence. This may require convening a more networked and dispersed leadership in some sectors, broadening the base of promoters and communicators, and encouraging more partners to take a 'whole city' approach.

- **Collective mindset.**
  To turn many of Oslo's recent edges into permanent advantages, requires wider scale of adoption and collaboration across more businesses, industries, institutions and assets in the region. Inherited strengths, one-off initiatives and pioneer institutions will not be enough by themselves for Oslo to excel. This means exploring ways to share ideas and know-how, concentrate and co-locate assets, and adapt business and institutional behaviour.

- **Decisive communication.**
  About Oslo's distinct offer, its cultural and innovation story, its core values and its success stories, leveraging more channels (Oslo business, Oslo citizens, Oslo ambassadors, third party endorsement) to do so. This also includes readiness to counteract reputational issues that emerge and address doubts and preconceptions about Oslo head on. Communication of Oslo's story now needs to become a permanent collaborative agenda.
“The most important driver has been the physical transformation of Oslo.”

— Oyvind Såtvedt
brändi juhtimine on kestev protsess, mis lähtub strateegia(te)st ja tegevustest.
sisu → sõnum → vorm
puhas keskkond
digitaalne ühiskond
isseisvalt mõtlevad inimesed
“Estonia’s e-residency is a great example of country branding.”

— Simon Anholt
See on maraton

10-15 a
Tehke koostööd

**tiim 1**
Visit Tallinn Tartu

**tiim 2**
Invest, Work, Startup Estonia, Sisemin, e-Res

**tiim 3**
Trade, Põllumajandusmin, MAK, MKM, e-Eesti

**tiim 4**
HARNO, Haridusmin, ETAG

**tiim 5**
Kultuurmin, Eesti instituut, EOK

**tiim 5**
Välismin, Riigikantselei
Töövahendid digitaalseks
OLE AUTENTNE.
KEDA HUVITAB?
JULGE UNISTADA.
JA TEE ÄRA!
Aitäh!

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