

SOUND))) STRATEGY

Vienna Tourist Board – Sound Identity The Modern Sound of Vienna

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Introduction

Why do tourists from all over the world come to Vienna? What are the collective impressions of Vienna, the so-called “positive preconceptions” about the city that have made Vienna a city with an average of ten million overnight stays a year? What are the brand values, the image attributes and the musical history? Which sound should be used to communicate the brand Vienna?

This article answers these questions and reveals the origin and ideas behind the composition of the Vienna Sound Identity.

The Challenges

One of the biggest challenges seen in the brand analysis is the “once in a lifetime” trap. Vienna is considered to be beautiful and timeless. This description, which is in principle very positive, also results in people putting off traveling to Vienna, in the worst case time and again.

At the same time, Vienna has a return visit rate of more than 60%. This means that people who have visited Vienna once are extremely likely to return.



Figure 3. The Vienna Logo and Claim

The goal of the new campaign is to position Vienna as a “now and forever” destination, supplying the reasons for the first visit and thus inspiring potential visitors to make the decision to come now (not tomorrow).