

Case Story

Client: **Hungarian Tourism Board**

Period: **1993 1994**

The Task

CRSCOM and EURO RSCG, its international partner network, was assigned the responsibility to:

- Prepare an integrated international communications program for Hungary in German-speaking countries,
- Define the basics for a new visual identity for Hungary,
- Check the effectiveness of the proposed campaign in selected media of the test markets of Bavaria, Saxony and Northrhine-Westphalia.

Measures

- Assessing the actual situation and outlook of tourism directed to Hungary;
- Analyzing what German-speaking people and travel journalism think about Hungary;
- Developing an integrated international communications program to increase awareness, exploit further tourism potentials, communicate the richness and diversity of the local market, and increase sympathy for Hungary;
- Setting up the basic piece of the tourism visual identity consistent to the nation's cultural heritage:
 - The Holy Crown, symbolizing the 1000 years old relation of the Nation to the Christian civilization, as logo aimed to have Hungary perceived as a cultural center and a quality tourist destination in the heart of Europe;
- Testing the advertising campaign in the test markets of Bavaria, Saxony and Northrhine-Westphalia.

Results

Follow-up assessment proved that:

- There was a considerable need of information in the travel press - The image of Hungary in German-speaking countries was dominated by strong clichés;
- The biggest potentials in quality tourism for Hungary were in the German-speaking markets;
- The Holy Crown, recommended as logo, aiming to have Hungary perceived as a cultural center of Europe and a quality tourist destination, received the highest ranking amongst the designs tested.