

HÖGA KUSTEN

THE HIGH COAST OF SWEDEN

Established 10,000 years ago

COMMUNICATION STRATEGY

A man and a woman are sitting on a rocky outcrop overlooking a lake and mountains. The woman, on the left, has blonde hair in a braid and is wearing a pink t-shirt and dark pants. She is holding a small black cup. The man, on the right, has long brown hair and a beard, wearing a blue t-shirt and khaki pants. He is holding a silver cup to his lips. Between them are two large hiking backpacks, one red and one blue, and two silver thermoses. The background shows a large body of water, distant mountains, and evergreen trees under a cloudy sky.

THE HIGH COAST BRAND

Magnificent, dramatic, serene, friendly, down to earth.

THE HIGH COAST BRAND

TARGET GROUPS
**ACTIVE NATURE
LOVERS**

WE DEVELOP THE HIGH COAST

HK
DEST

Our value words are based on the High Coast's ethical foundation and embrace the drivers we need to succeed.

VALUE WORDS

AUTHENTICITY

We keep our promises. We have a genuine heart. Our products and experiences are authentic and the best of their kind.

CONSIDERATION

We care, we take time, we listen, we are friendly, and we always go the extra mile. Consideration is also applied to our World Heritage Site, which is worthy of protection.

PRIDE

What we have is unique and we love telling people all about it. We are ambassadors for the High Coast in all situations.

COMPANIONSHIP

We work together towards our common goals. We create experiences where people from all over the world can meet. Everyone is equally welcome.



OUR PROMISE

We promise campfire experiences

The campfire is a metaphor for companionship, warmth, happiness and time spent together with the people you like to be with.



NATURE



LOCAL CUISINE



**CULTURAL
HERITAGE**



TIME



**COMPANION-
SHIP**

ASSETS WE CAN GUARANTEE

The High Coast's most characteristic assets. This is what we can and will share generously with others.

ARENAS & COMMUNICATIVE CHALLENGES

In addition to visitors, there are other target groups that we need to take with us into the future.

VISITOR INDUSTRY ARENA
SWEDEN

VISITOR INDUSTRY ARENA
FINLAND

VISITOR INDUSTRY ARENA
GERMANY

VISITOR INDUSTRY ARENA
THE NETHERLANDS

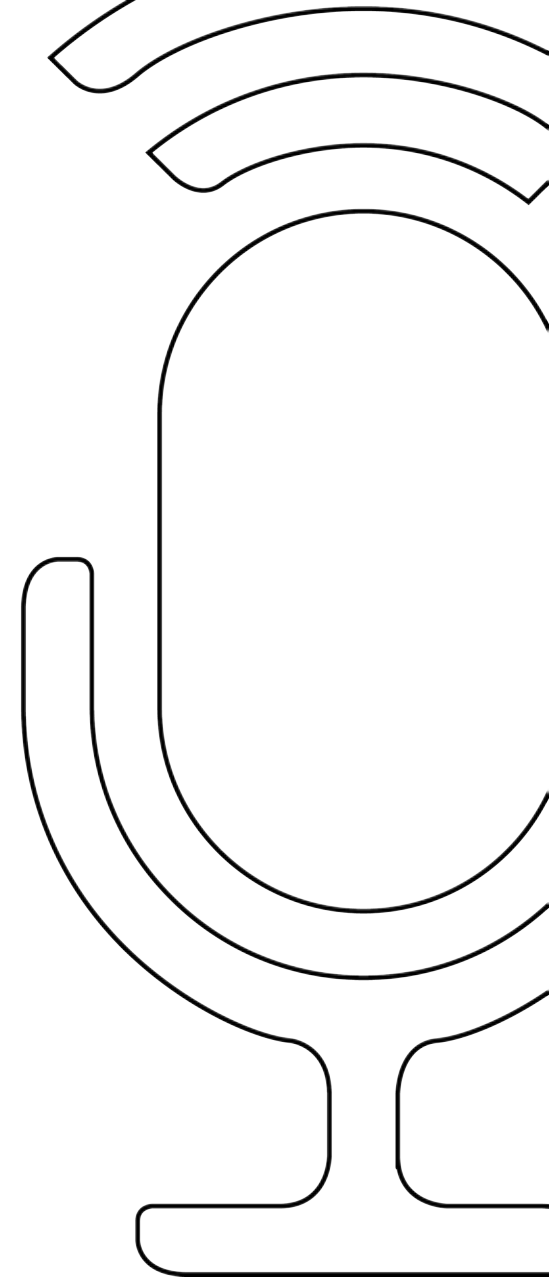
MEMBER COMPANIES IN
HÖGA KUSTEN TURISM

BUSINESS SECTOR ARENA

RESIDENTS OF
THE HIGH COAST

MEDIA ARENA SWEDEN

POLITICAL ARENA





NATURE & THE WORLD OF HERITAGE SITE

UNIQUE SELLING POINTS



OUTDOOR LIFE



SOCIAL ENCOUNTERS

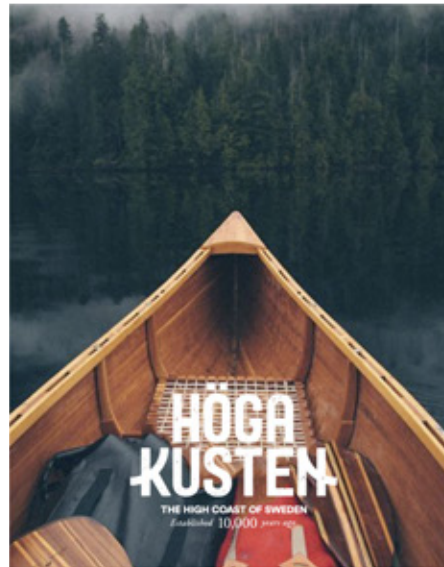
OUR VISUAL IDENTITY

HÖGA KUSTEN

THE HIGH COAST OF SWEDEN

Established 10,000 years ago

OUR VISUAL IDENTITY





JOINT PROFILING

JOINT PROFILING

PLATSANNONS



Örnsköldsvik & Världsarvet Höga kusten

100% församlingspedagog,
nyinrättad tjänst

Vi söker dig som bland annat vill

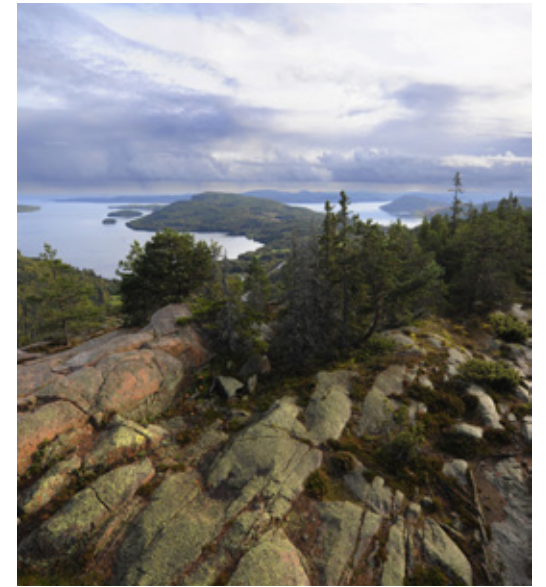
- arbeta med familjeperspektivet i gudstjänsten
- utveckla arbetet och kontakten med grundskolan
- vara en resurs mot integrationsarbetet
- vara en resurs i befintlig gruppverksamhet
- skapa koppling mellan församlingsverksamhet och förskolan Kyrktuppen
- bidra med pedagogisk kompetens
- arbeta med webbsida och sociala medier

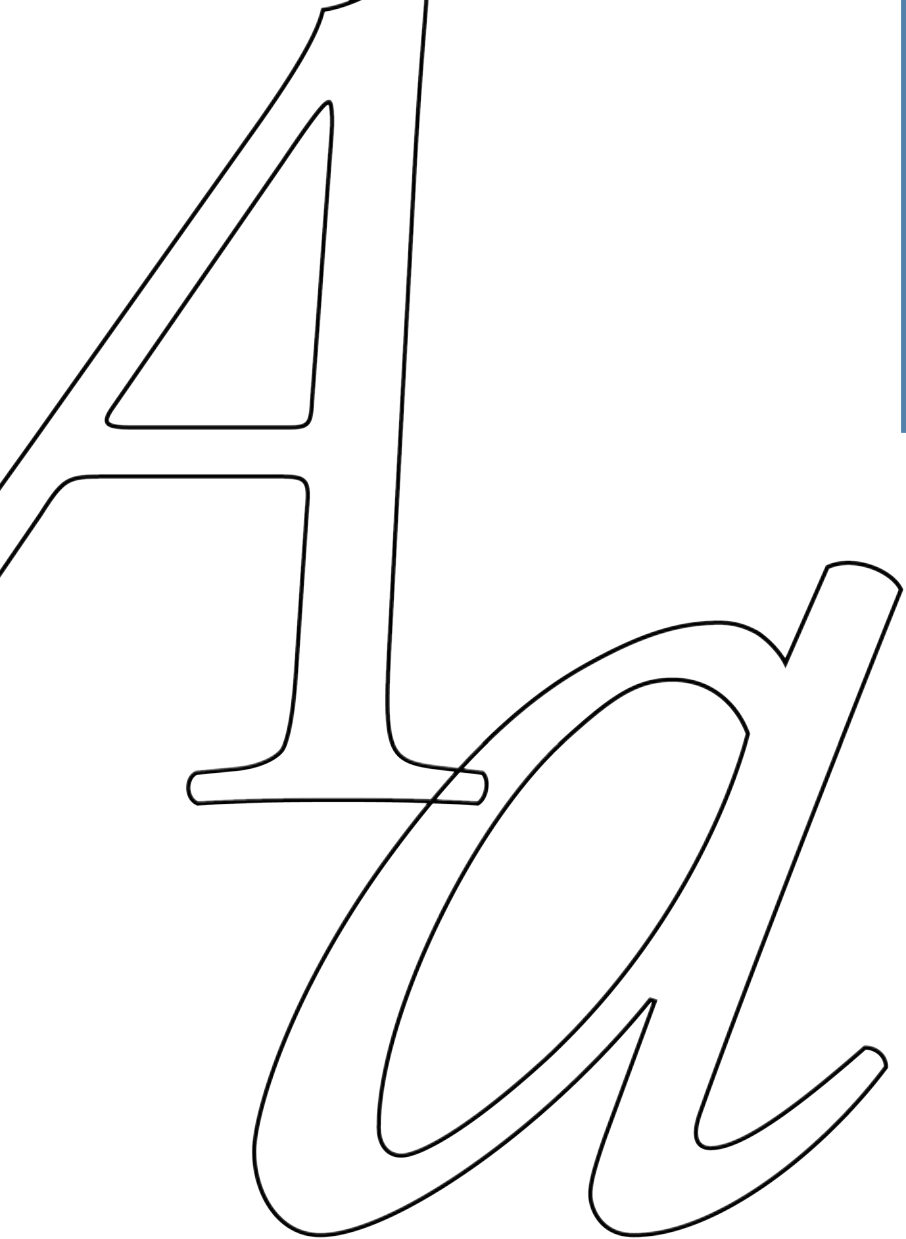
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Svenska kyrkan



HOW WE WANT TO BE PERCEIVED





OUR MESSAGE

Payoff to logotype:

Established 10,000 years ago.

A humorous and bold twist on the World Heritage Site that also lifts our brand from a storytelling perspective.

Image-based headings:

Ten thousand years of land uplift
Ten thousand years of new views

These explain our payoff and give direction forwards and upwards.

Summarising image message:

The High Coast – always the next level

We round off our texts with a summarising image message that has bearing on the World Heritage Site, activities and how people are welcomed by us. This promise also makes us aim high internally and continue to constantly strive for improvements.

In the far reaches of northern Europe there is a place where the forces of nature have been working for 20,000 years to shape a dramatic landscape with the world's highest coastline. This is a place where the steep mountains that dive straight down into the sea will leave you totally breathless.

The High Coast of Sweden has endured more than one Ice Age and what was a beach 10,000 years ago is now 286 metres above sea level. And just as the land is doing, the people in the region are also reaching for the sky. Those who live and work here are simple and friendly folk with big ambitions. They want the High Coast, the region they are so proud of, to be one of Europe's foremost visitor destinations.

The High Coast of Sweden gives visitors from all over the world the possibility to experience a genuine, unexploited and authentic Sweden. This is where the forests, water and mountains make a magnificent backdrop to physical challenges, the discovery of new cuisines, and cultural events – the High Coast has plenty to offer whatever the season.

Brave visitors can try fermented Baltic herring or rock climbing, but the High Coast actually focuses more on harmony than on adrenaline. More on spending time with others around the campfire than on solo ascents of some of the world's highest mountains. More on crispy waffles with cloudberry jam than on energy bars and liniment. Through the endless number of nature activities that you can take part in together with the people you like spending time with, you can gather the strength you need to enjoy your fast-paced, urban daily lives.

Welcome to the magnificent High Coast of Sweden.

With our **Brand Story** we create value around our brand that visitors and residents alike can adopt and make a part of their own story.

OUR BRAND STORY

SPREADING THE BRAND

TOOL BOX

OUR ROLE

**INTERNAL
SUPPORT**

**CLEAR
VISIONS**

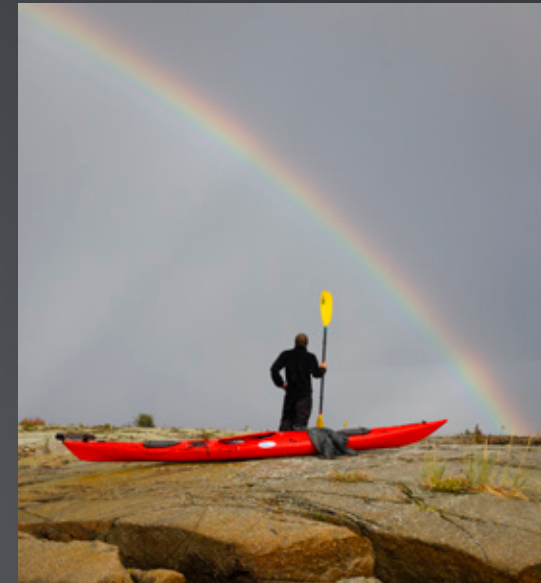
AMBASSADORS

**FULL
TRANSPARENCY**

OUR APPROACH



HOW WE DO NOT
WANT TO BE
PERCEIVED



HOW WE DO NOT WANT TO BE PERCEIVED

COMPARISONS

We do not compare ourselves to other destinations. We are proud of what we have to offer, which is clearly illustrated and of excellent quality and this is what we focus on.

PRICING

We know that our destination has a value where prices do not need to be compared.

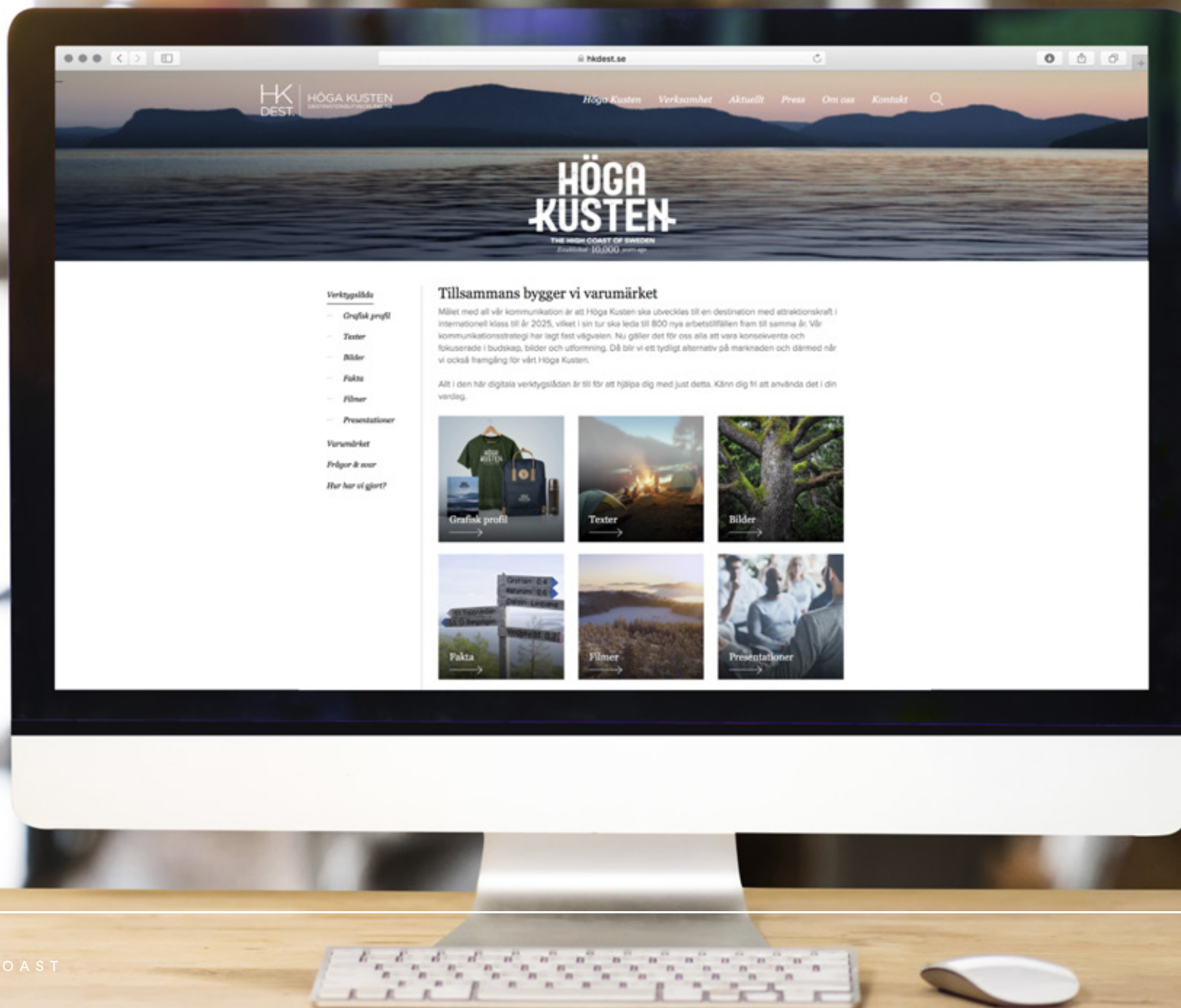
FALSE PROMISES

We need to be careful not to make promises we cannot keep, give incorrect information or embellish any activities/services. We market what we are good at and what we know is authentic.

BOASTING OR EXAGGERATING

We take a humble approach towards our resources, how we feel that all our target groups should have the opportunity to experience what we have to offer and our unique selling points.

BUILDING THE BRAND TOGETHER





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