

visit
copenhagen

PARTNER PLAYBOOK

DON'T JUST COME HERE.
BECOME HERE.

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Brand

Brand stand
Our promise
to visitors

DON'T JUST COME HERE. BECOME HERE.

Strengths
What makes
Copenhagen
stand out

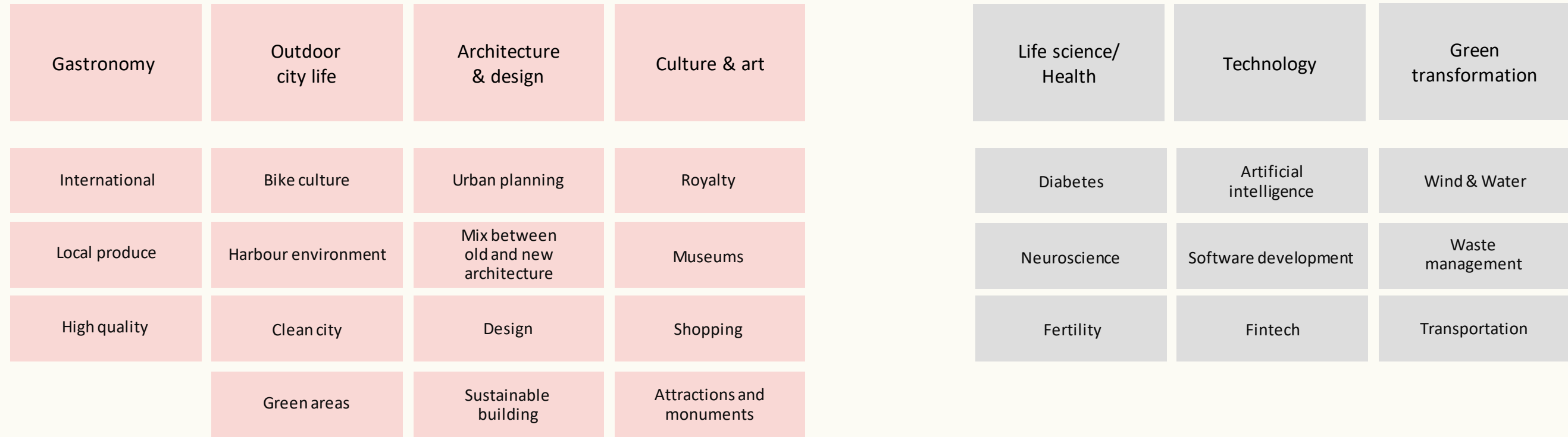
Proof points
What proves
our strengths

Principles
Supporting sustainable
behaviour

Capacities
Provided
abilities and
resources

BTC

BTB



Sustainability

Seasonal spread

Geographical spread

Sustainable behaviour

Accessibility

Ethics & equality

Welfare

Work Life balance

Healthcare system

Safety

English-speaking

Trust & honesty

Education & professionalism

Hotels & Venues quality

Foundation
What is
ingrained in everything
we do

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BRAND STORY

BRAND STORY

DON'T JUST COME HERE.
BECOME HERE.

Copenhagen is quite small and that has driven us to think big. To reach out to the world and make connectivity and creativity our strength.

Progressive ideas have made Copenhagen one of the most liveable and sustainable capitals of the world. And that has enabled us to take a greater responsibility towards the world. To share inspiration for how to live life sustainably – in every meaning of the word.

Copenhagen is a capital that is ahead of its time without forgetting its past.

A capital that is easy to get to and where it is easy to get around. A capital where you can feel safe and understood. Where you can take a swim in our clean harbour while taking in the wonders of the city. And if we seem a bit reserved, it is simply our way of showing respect.

We are a capital with gastronomy that has made the world hungry for the way we cook. A capital where two wheels are better than four. Where sustainability meets liveability and diversity. From our city centre to the boroughs and beyond.

All neatly wrapped in historic surroundings, modern architecture and a unique design legacy known throughout the world.

No matter where you are in Copenhagen, everything is nearby. From shopping streets to cobbled streets. From renaissance and royal castles to conference centres, hotels, and life science pioneers – big tech and even bigger ideas.

Sustainability is ingrained in everything we do. Including how we aim to shape tomorrow's tourism. That is why we take actions to make guests re-think traditional tourism. To visit us all year round and to respect and join local communities. To learn and to be empowered by your visit. And to co-create an even better Copenhagen together.

Copenhagen is proud to be the capital of Denmark. And to be home to all kinds of Copenhageners. Including temporary locals.

So don't just come here. Become here.

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OUR FOUNDATION

OUR FOUNDATION

SUSTAINABILITY & ACCESSIBILITY

Copenhagen is one of the most sustainable cities in the world, encompassing economic, social, and environmental sustainability. To support this position, all our communications should be based on a conscious effort to promote sustainable tourism and attract people from abroad who share the same mindset.

Additionally, Copenhagen is one of the most accessible capitals in the world, with infrastructure that enables all tourists to explore the city easily on foot or by bike. This dedication to accessibility and sustainability has contributed to the creation of a city that is not only beautiful and livable but also environmentally friendly and socially inclusive. We aim to ensure that our communication reflects just that.



PRINCIPLES SUPPORTING SUSTAINABLE TOURISM

SEASONAL SPREAD

In our brand story, we encourage guests to “visit us all year round” to promote seasonal spread. That means that we aim to live up to the following principles in our communication:

- We aim to display all weather seasons in our communication to encourage guests to visit all year round.
- We aim to be equally present in our external marketing and communication all year round and during all seasons.

GEOGRAPHICAL SPREAD

In our brand story, we encourage visitors to explore Copenhagen in its entirety, “From our city centre to the boroughs and beyond.” That means that we aim to live up to the following:

- We aim to display all areas, neighbourhoods, boroughs and corners of Copenhagen in our communication to encourage guests to explore all of Copenhagen - not just the city centre. Specifically, we aim for 75% of our content to portray parts of Copenhagen outside of the city centre (indre by).
- We actively target guests that have a greater tendency to spread geographically
- We encourage guests to stay longer as this generally means that they see more of the city geographically.

SUSTAINABLE BEHAVIOR

When we say in our brand story that "Sustainability is ingrained in everything we do", it means that we aim to live up to the following:

- Our communication should encourage sustainable behaviour and exemplify how Copenhagen is committed to creating a more sustainable future. As an example, we avoid showing meat in our gastronomy related content and we encourage guests to use bikes to get around town.
- Across channels, we aim for 75% of our content to have sustainability angle based on 8/17 of the UN global goals. Either in terms of content in theme/sender/brand or visually.

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STRENGTHS

OUR FOUR STRENGTHS

Our brand story is built around four strengths that make Copenhagen stand out, are difficult to copy for competing destinations and that guests find attractive. Our four themes are:

- Gastronomy
- Outdoor city life
- Architecture and design
- Culture and art

These four strengths form the foundation of our brand story, but as our brand story is mercilessly short, we have four individual core stories about our strengths where we zoom in on them individually and give them more context and flavour. You'll find them on the following pages. Use them for inspiration when writing copy, finding or shooting pictures and or film, etc.

BTC				
Gastronomy	Outdoor city life	Architecture & design	Culture & art	Strengths
International	Bike culture	Urban planning	Royalty	Proof points
Local produce	Harbour environment	Mix between old and new architecture	Museums	
High quality	Clean city	Design	Shopping	
	Green areas	Sustainable building	Attractions and monuments	

ARCHITECTURE & DESIGN

ARCHITECTURE & DESIGN
CORE STORYBUILT AND DESIGNED
FOR LIVINGPROOF
POINTS

URBAN PLANNING

MIX BETWEEN OLD AND NEW

DESIGN

SUSTAINABLE BUILDING

Copenhagen is world famous for its architecture and design. We export our ideas and talents and weave past, present and future into the physical expression that is Copenhagen. That is why historic buildings rub shoulders with some of the most modern architecture in the world.

Add to that a thriving fashion, furniture, and design scene. From haute couture to handmade ceramics – there are beautiful design treasures around every corner.

But looks aren't everything. We believe that architecture and design should serve greater purposes: Sustainability, accessibility, and community. That's why we prioritize bike-friendly infrastructure, buildings designed for multiple uses, and lots of green areas. And why our designs stand the test of time.

Come see for yourself. And experience how we've built and designed a capital for living.

OUTDOOR CITY LIFE

OUTDOOR CITY LIFE
CORE STORYCOPENHAGEN IS A BREATH
OF FRESH AIRPROOF
POINTS

BIKE CULTURE

HARBOUR ENVIRONMENT

CLEAN CITY

GREEN AREAS

Copenhagen is known for its outdoor city life – and perhaps most for its thriving cycling culture. But there's more to explore beyond cycling. You can take a swim or paddle in our clean harbours. And you can walk almost everywhere because everything is nearby.

Our outdoor city life offers a way of blending in with locals. Come visit and you will experience how Copenhageners flock to the city's outdoor arena to enjoy a breath of fresh air or a glass of cold wine. Or join us on two wheels in busy morning traffic, where we might be slightly more short-tempered.

Copenhagen is the ideal setting for large outdoor events. We prioritize space for movement, reflecting our status as a capital in motion. Whether you're here to explore the outdoors or simply soak up the vibrant city life, Copenhagen offers a breath of fresh air for everyone.

CULTURE & ART

CULTURE & ART
CORE STORYOUR CULTURE IS OUR OWN,
BUT WE LOVE TO SHARE ITPROOF
POINTSROYALTY
MUSEUMS
SHOPPING
ATTRACTIONS & MONUMENTS

Copenhagen is a cultural hub, brimming with creativity and artistic expression. One of the unique aspects of Copenhagen's art and culture scene is the city's commitment to public art. Walking through the streets, you'll come across various sculptures, murals, and installations.

We encourage visitors to join us in our enthusiasm for arts and culture. From our beautiful museums, diverse art and shopping scene – to our historic amusement park, monarchy, well-known attractions and lesser-known cultural treasures. From world-renowned contemporary art in the northern Zealand and our city centre – to experimental avant-garde in our Meatpacking District.

Copenhagen is a cultural gem waiting to be both explored and enriched by visitors. And we would love to share it with you.

GASTRONOMY

GASTRONOMY
CORE STORY

CRAVING COPENHAGEN

PROOF
POINTSINTERNATIONAL OUTLOOK,
LOCAL PRODUCE
HIGH QUALITY

Copenhagen is a casserole of culinary excellence. Whether local traditional dishes or innovative international cuisine – it's always about great taste.

In Copenhagen, we live like we eat – closely together, with care for nature, and with an eye on the future. Our close relationship with nature is reflected in our cuisine that has been traveling the world, attracting world-class chefs to not just come here, but become here.

Our restaurants are pushing boundaries, experimenting with new techniques. From boiling to freezing, sizzling to fermenting, our chefs have created a diverse culinary scene where eating well is no longer reserved for fine dining.

Our obsession with taste infuses our entire scene. From our many food markets and restaurants to our informal eateries and bakeries. From our proud brewing traditions to modern microbreweries.

It is no mystery that the world has developed a taste for Copenhagen.

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TONE OF VOICE

tone of voice

Copenhagen is a place, but we use language to give it personality. We write like a human being. With all the quirk, charm, and charisma of a warm, welcoming host. Not like a close friend, but like a cool friend of a friend in a foreign country. One who knows every nook and cranny of the city and can guide you to places you won't find on your own.

We express ourselves in an informal language that feels like it comes from a person, not a brand. We are down to earth, honest and friendly, but not so polite that it creates distance. Copenhageners are known to be reserved until you get to know them, and to stay true to that, we keep things short, punchy and to the point.

HUMAN

INFORMAL

DOWN TO EARTH

WELCOMING

HONEST

FRIENDLY

PUNCHY

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PARTNER COMMUNICATION

HOW TO USE OUR BRAND STAND IF YOU'RE ONE OF OUR PARTNERS.

Visit Copenhagen is the primary sender of the brand stand and underlying brand story, “Don’t just come here. Become here”, but we encourage all our partners to use it as well.

Why? To ensure consistent messaging, and to create a feeling that Copenhagen in all its diversity is communicating with one voice. The more different institutions and companies make use of the brand stand and story, the more attractive and consistent Copenhagen will appear to the outside world.

On the next pages, you will find examples of how to use the brand stand as a partner.



PARTNER
COMMUNICATION

WORDING THAT PARTNERS CAN USE

You will find plenty of useful language in our core story, but in this playbook, you will also find condensed core stories about Copenhagen's four core strengths: Gastronomy, outdoor city life, architecture & design and culture & art. If you, as a partner, are part of an organization that enables one or more of these four strengths, you can find inspiration from page 27 and onwards in this playbook. Or you can find a small selection of phrases on the following page that can inspire your communication.



PARTNER COMMUNICATION

WORDING THAT PARTNERS CAN USE

ARCHITECTURE & DESIGN

Sentences you can use:

In Copenhagen, historic buildings rub shoulders with some of the most modern architecture in the world.

————

From haute couture to handmade ceramics – there are beautiful design treasures around every corner.

————

Looks aren't everything. We believe that architecture and design should serve greater purposes: Sustainability, accessibility, and community.

————

Come see for yourself. And experience how we've built and designed a capital for living.

OUTDOOR CITY LIFE

Sentences you can use:

Copenhagen offers a breath of fresh air for everyone.

————

We are known for our thriving cycling culture, but there's more to explore beyond cycling.

————

You can take a swim or paddle in our clean harbours. And you can walk almost everywhere because everything is nearby.

————

Our outdoor city life offers a way of blending in with locals.

CULTURE & ART

Sentences you can use:

Copenhagen is a cultural hub, brimming with creativity and artistic expression.

————

We encourage visitors to join us in our enthusiasm for arts and culture.

————

Copenhagen is a cultural gem waiting to be both explored and enriched by visitors. And we would love to share it with you.

GASTRONOMY

Sentences you can use:

In Copenhagen, we live like we eat – closely together, with care for nature, and with an eye on the future.

————

Our chefs have created a diverse culinary scene where eating well is no longer reserved for fine dining.

————

Our obsession with taste infuses our entire scene. From our many food markets and restaurants to our informal eateries and bakeries.

————

It is no mystery that the world has developed a taste for Copenhagen.

HOW TO USE THE BRAND STAND IF YOU'RE A PARTNER

DOS & DON'TS

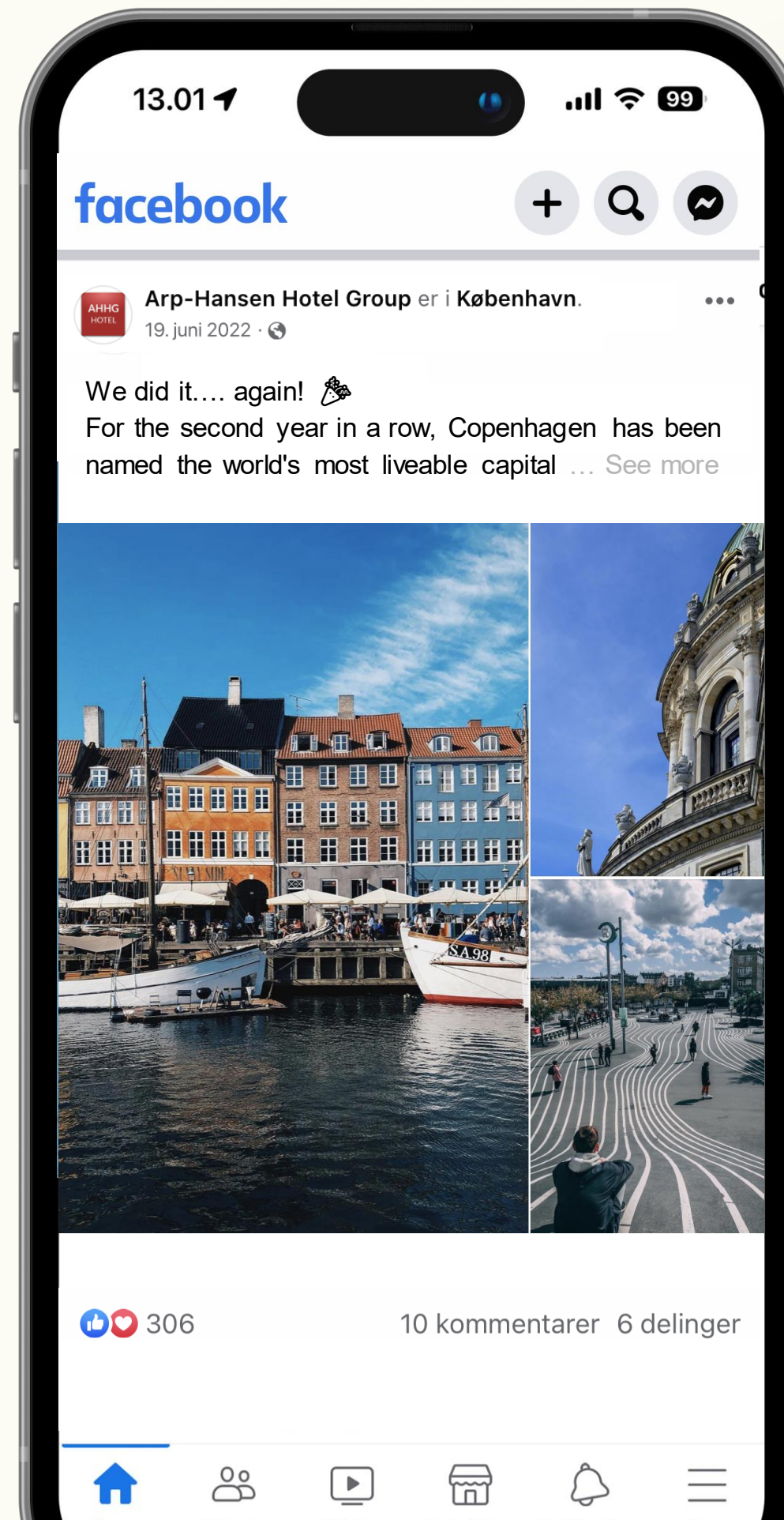
DO

- Use the brand stand and brand story in your communication whenever the aim of your message is not only to promote your own business or organisation, but to promote Copenhagen as well.
- Use the brand stand in headlines, integrated into body copy, captions and/or as a hashtag (#becomehere). It supports our common goal: A compelling and consistent voice.
- Conclude your caption or body copy with a compelling call-to-action, inviting your target audience to engage or take specific action.
- Use the playbook as a stepping stone for ideas that do not limit themselves to the written word. If there are insights, expressions, or meanings that inspire storydoing, audio, video, or something entirely different, that's wonderful.

DON'T

- Feel obliged to copy-paste entire passages from this playbook. You can cherry-pick bits and pieces that fit to your needs. You do you.
- Let our communication strategy overrule your own. All our partners have their own agendas that combine to make Copenhagen wonderful. We want to keep it that way.
- Alter or break the brand stand up into smaller pieces. Use the sentence in its entirety (Don't just come here. Become here.) unless when used as a hashtag in which case we urge you to use #becomehere
- Use the brand stand in communication in which you're communicating to other Danes. The brand stand is intended to attract outsiders.

HOW TO USE
THE BRAND STAND
IF YOU'RE A PARTNER
EXAMPLE 1



You can incorporate the brand stand into a caption or body copy like this:

.....

We did it.... again! 🎉
For the second year in a row, Copenhagen has been named the world's most liveable capital. Perhaps because we invite visitors to explore local communities and not only come here, but become here.

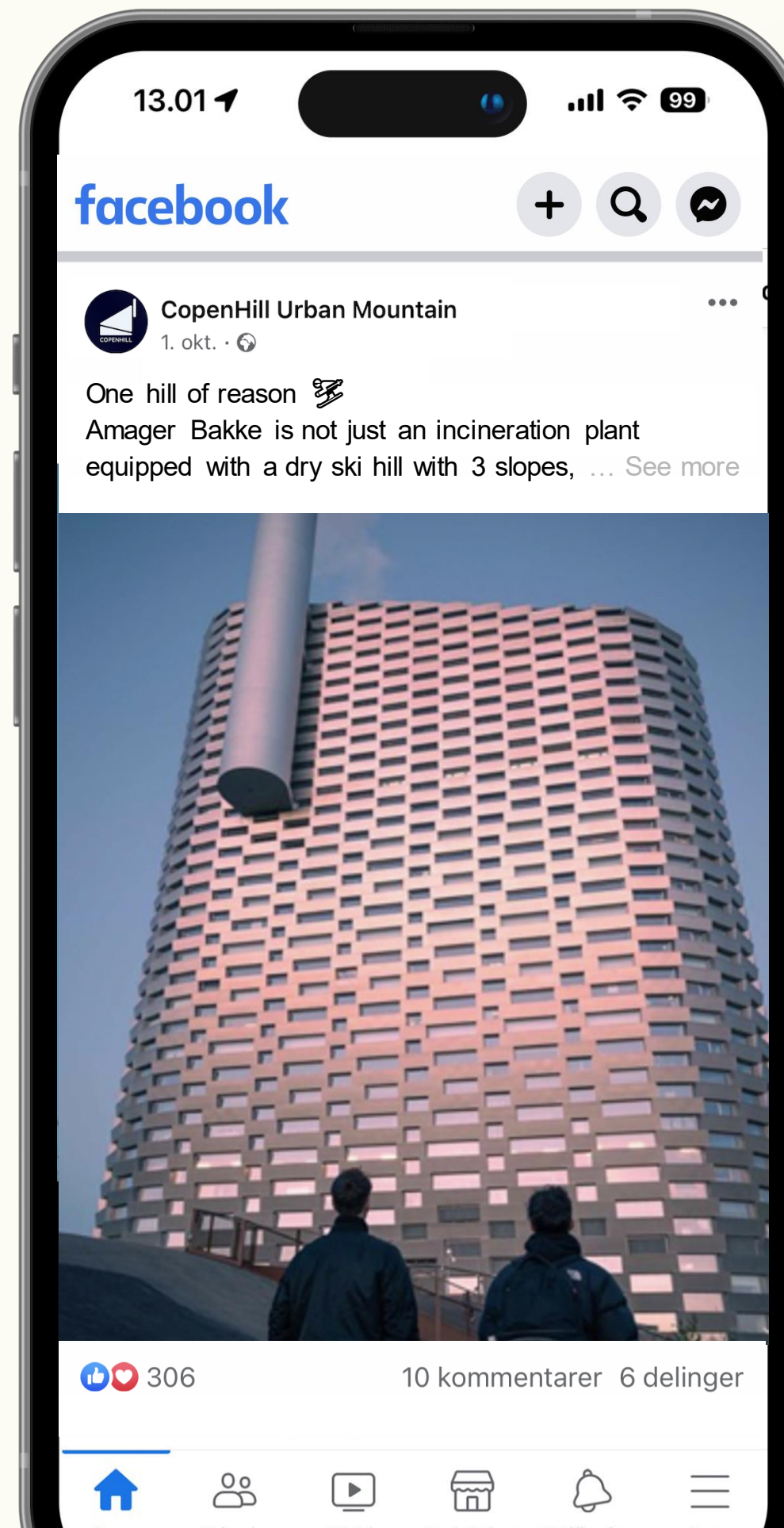
Book your next stay at one of our hotels on www.arp-hansen.dk

#arphansenhotelgroup #copenhagen
#visitcopenhagen #wonderfulcopenhagen

Learn more

HOW TO USE
THE BRAND STAND
IF YOU'RE A PARTNER

EXAMPLE 2



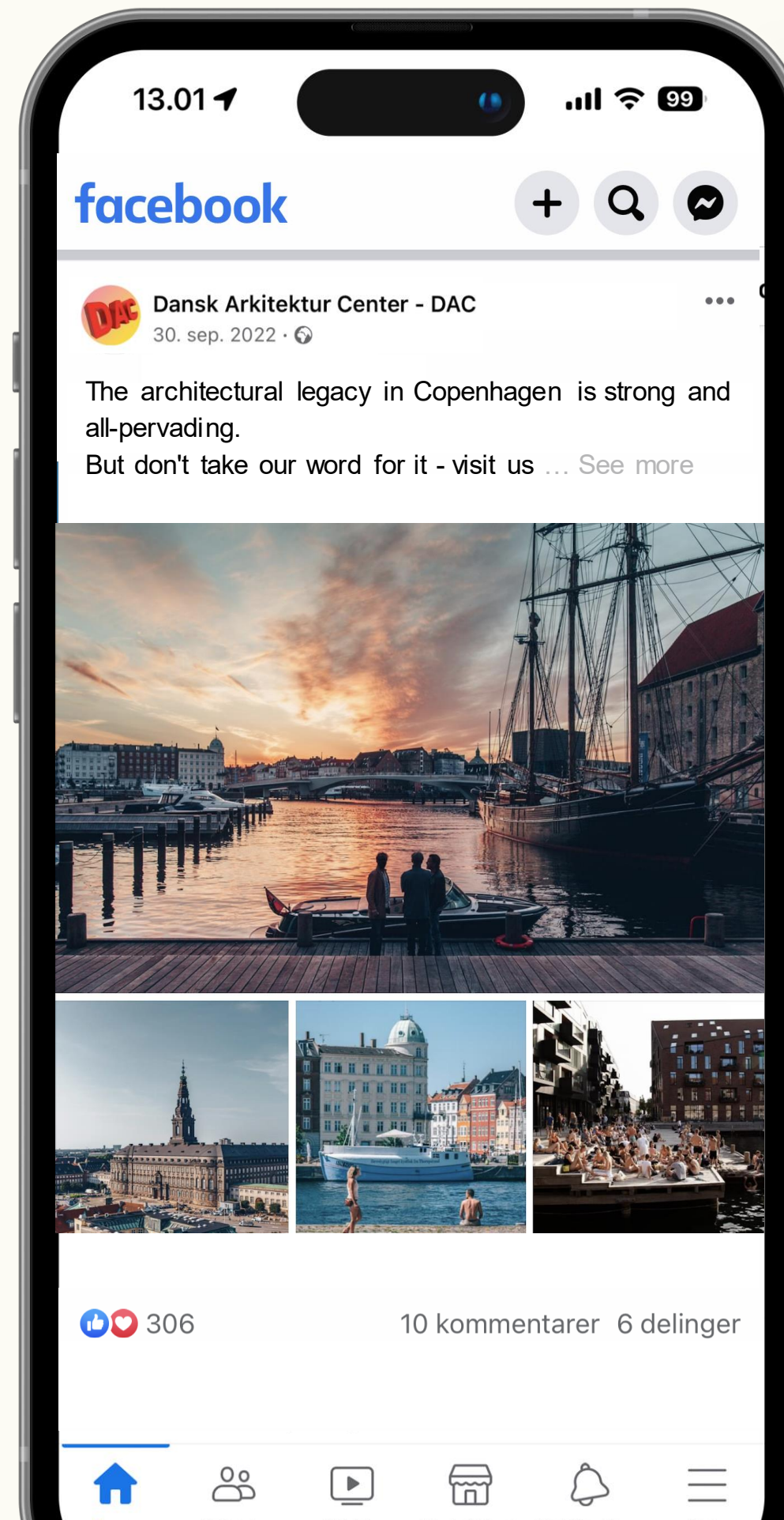
You can use the brand stand as a hashtag (#becomehere) like so:
(When using the brand stand as a hashtag, we prefer that you use #becomehere, not the brand stand in its entirety.)

..... One hill of reason 🏔️
Amager Bakke is not just an incineration plant equipped with a dry ski hill with 3 slopes, a climbing wall, jogging paths a café. It's also one more reason to visit Copenhagen. Come see Amager Bakke and the rest of our beautiful capital.

#amagerbakke #copenhill #copenhagen
#visitcopenhagen #wonderfulcopenhagen
#becomehere

[Learn more](#)

HOW TO USE
THE BRAND STAND
IF YOU'RE A PARTNER
EXAMPLE 3



Or do both (caption/body copy and hashtag) like so:

.....

The architectural legacy in Copenhagen is strong and all-pervading.
But don't take our word for it - visit us and see it for yourself. We offer guided tours where you can experience both historic and modern architecture. We love to have visitors come experience our capital.
And we invite them to not only come here, but become here.

Buy tickets here (link)

#danisharchitecturecenter #copenhagen
#visitcopenhagen #wonderfulcopenhagen
#becomehere

Learn more

An aerial photograph of a marathon taking place on a wide bridge over a canal in Copenhagen. The bridge is filled with a large crowd of runners, and a few cars are visible on the road. The canal is lined with buildings and greenery, and several boats are docked along the shore. The text 'CASE EXAMPLE: CPH MARATHON' is overlaid in large white letters across the center of the image.

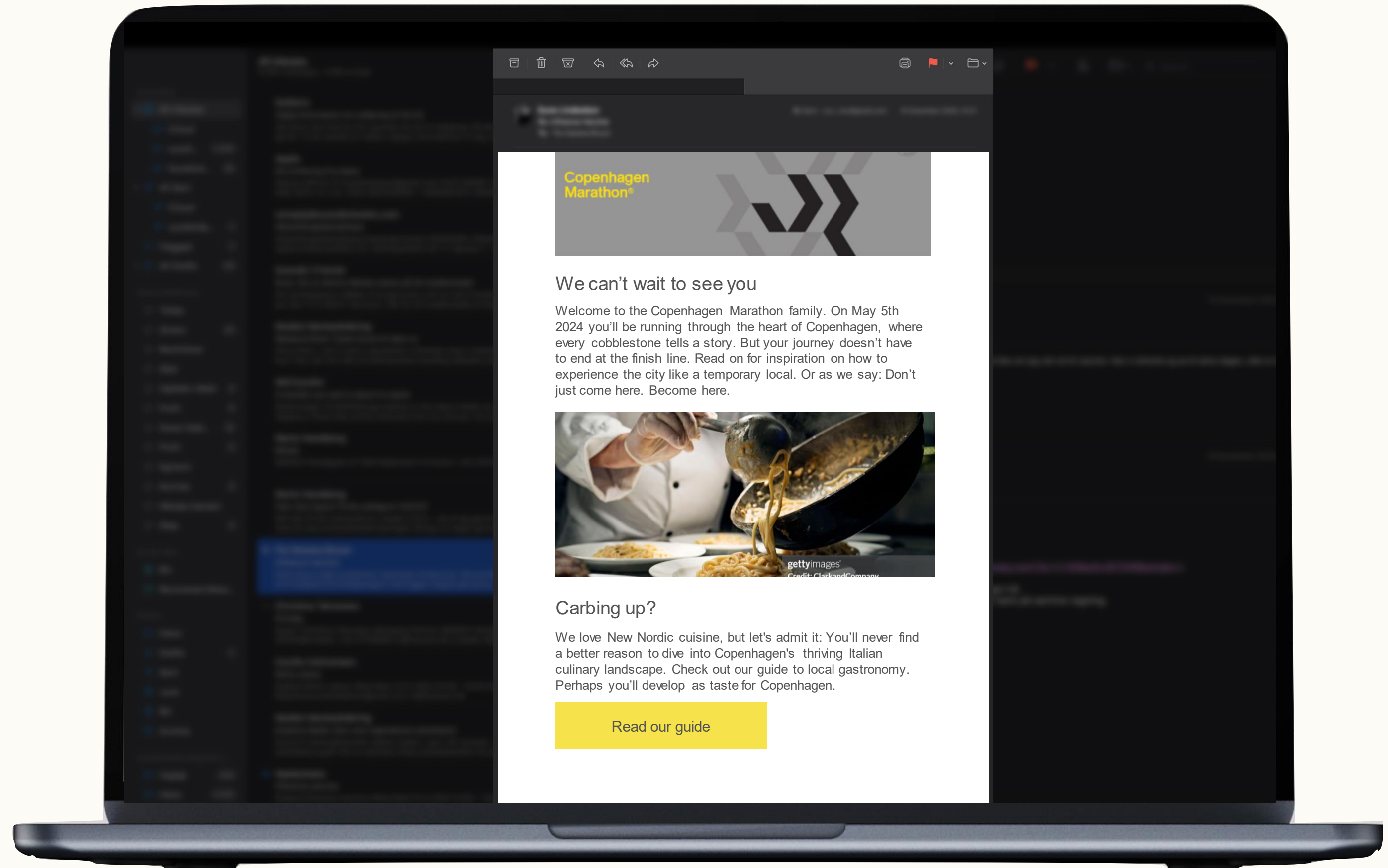
CASE EXAMPLE: CPH MARATHON

EXAMPLE OF ACTIVATING
COPENHAGEN'S BRAND STORY AS A PARTNER

GASTRONOMY NEWSLETTER

EXAMPLE 1:

Sent to runners who have just registered for the CPH Marathon.

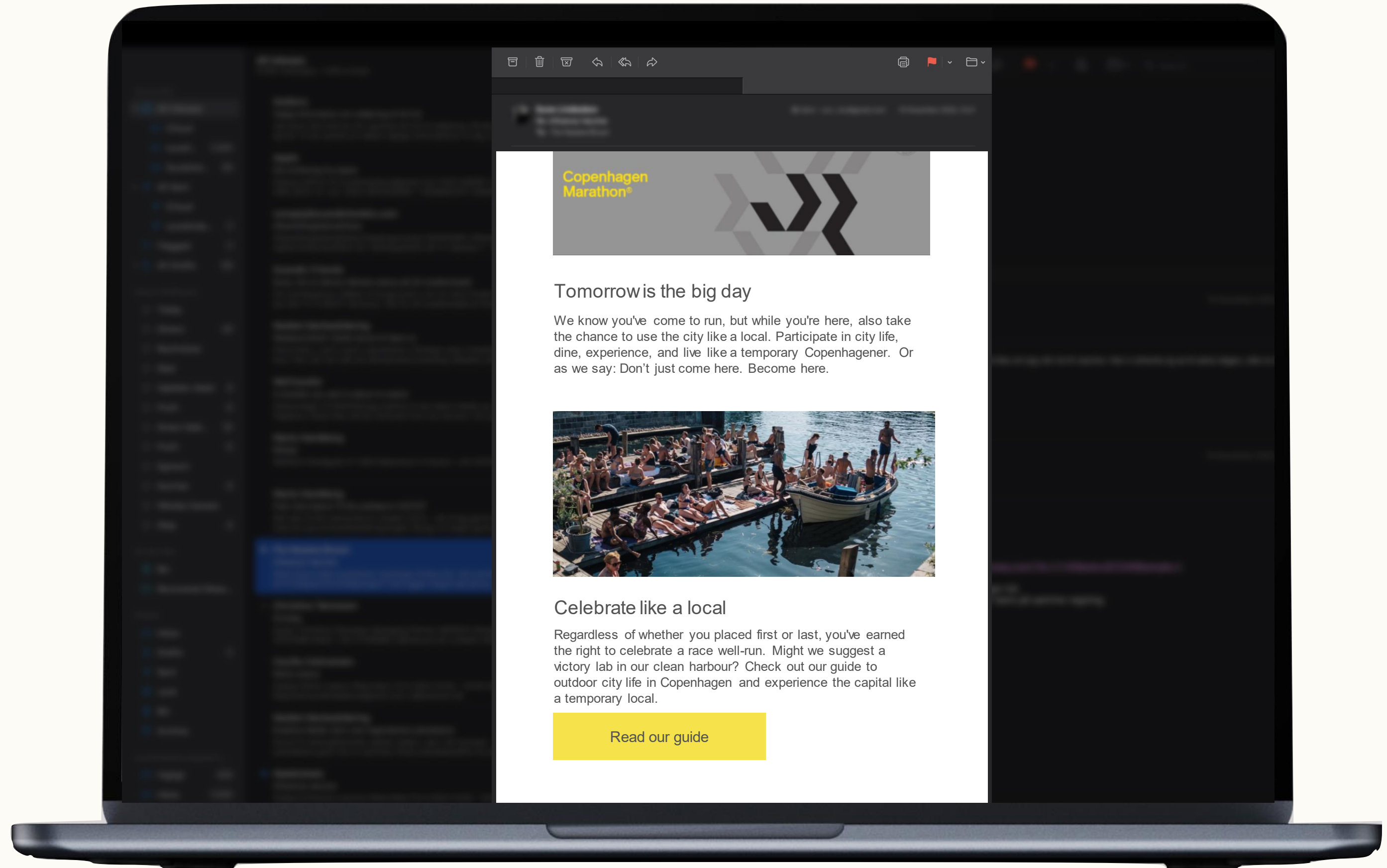


OUTDOOR
CITY LIFE

NEWSLETTER

EXAMPLE 2:

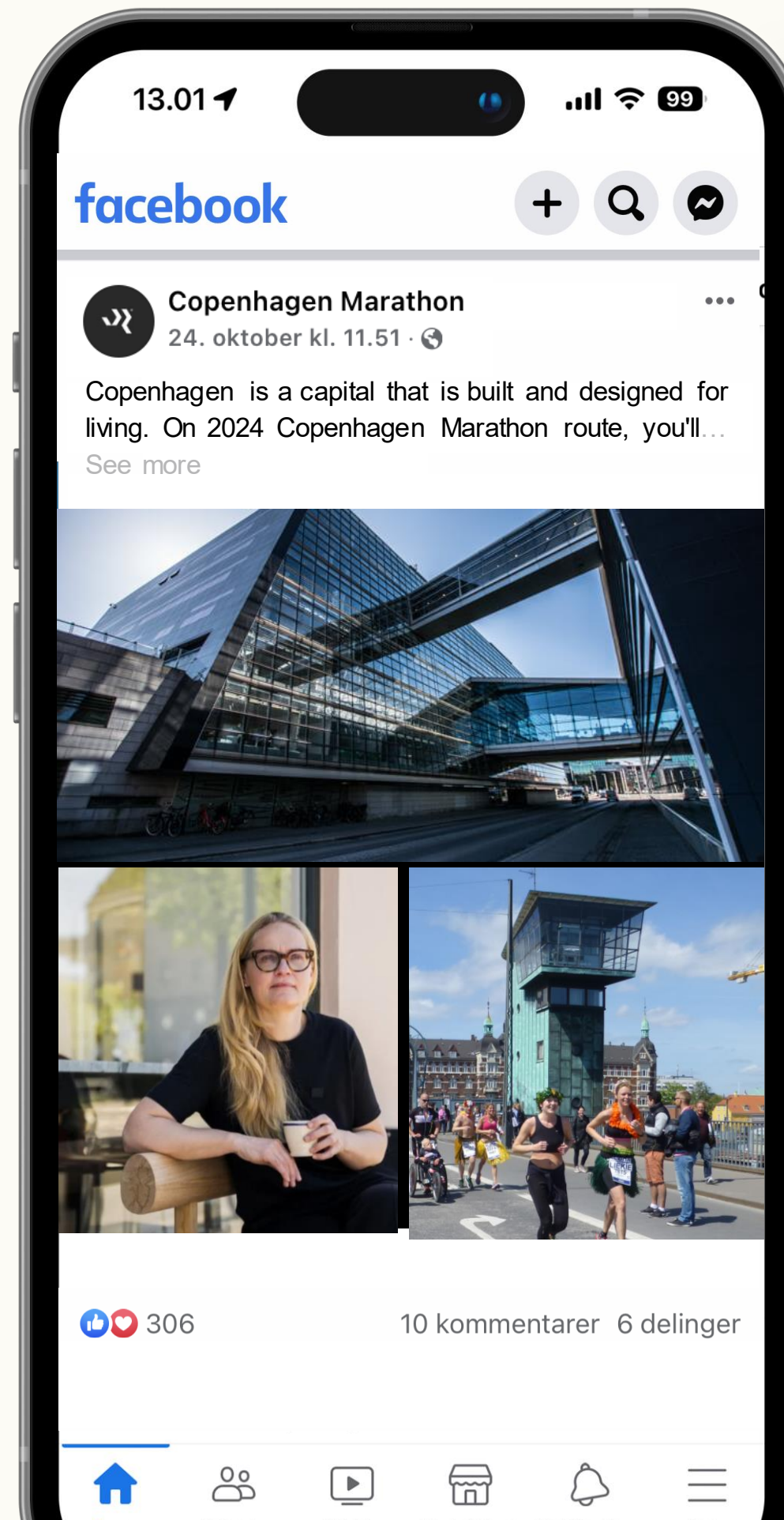
Sent to runners the day
before the marathon.



ARCHITECTURE
& DESIGN

SOME

EXAMPLE 1

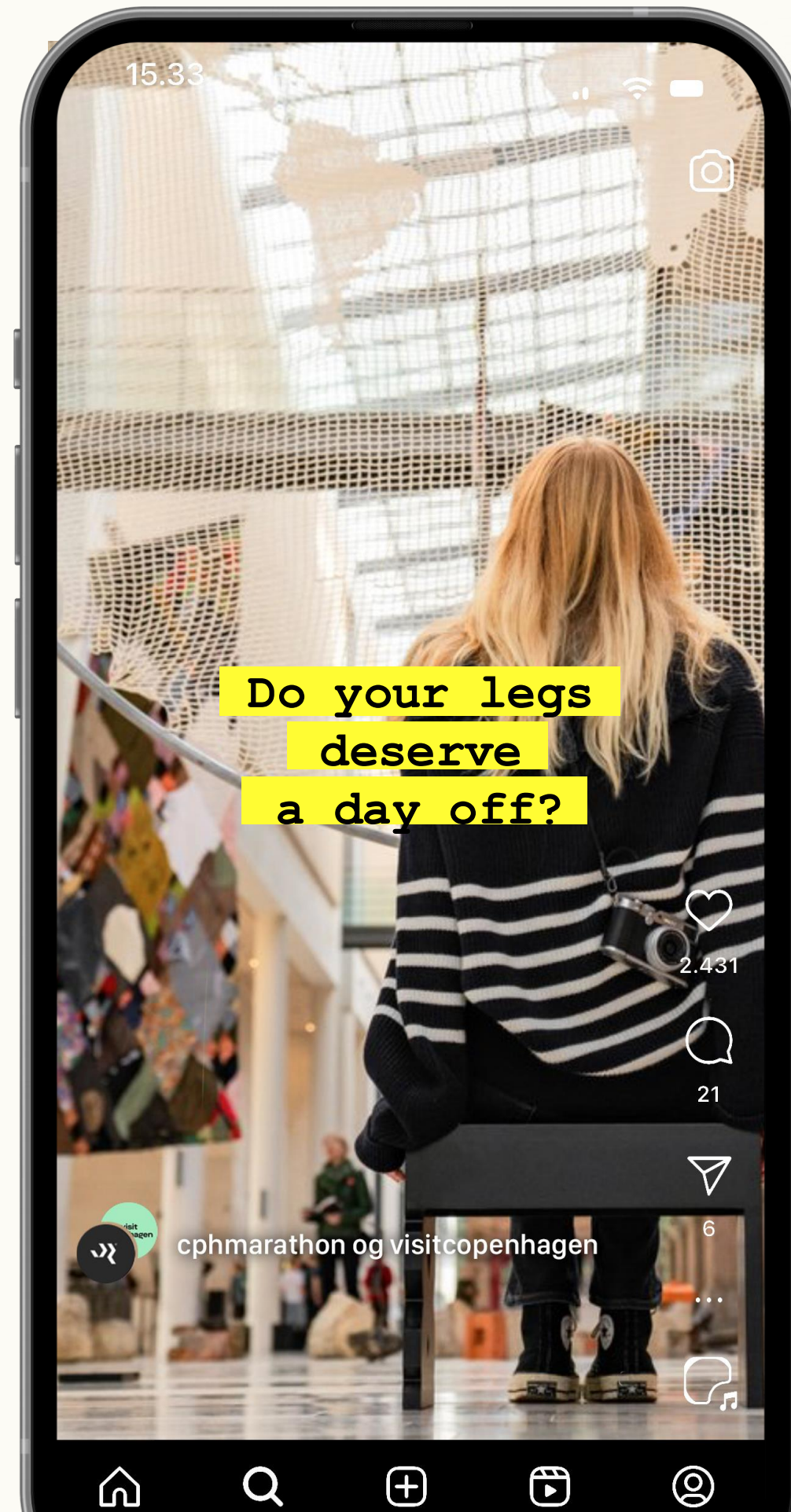


..... Copenhagen is a capital that is built and designed for living. On 2024 Copenhagen Marathon route, you'll get to experience it up close. See what a group of Danish architects consider the city's best – we're confident it can help you momentarily forget your achy legs.

#cphmarathon #copenhagen
#visitcopenhagen #wonderfulcopenhagen
#becomehere

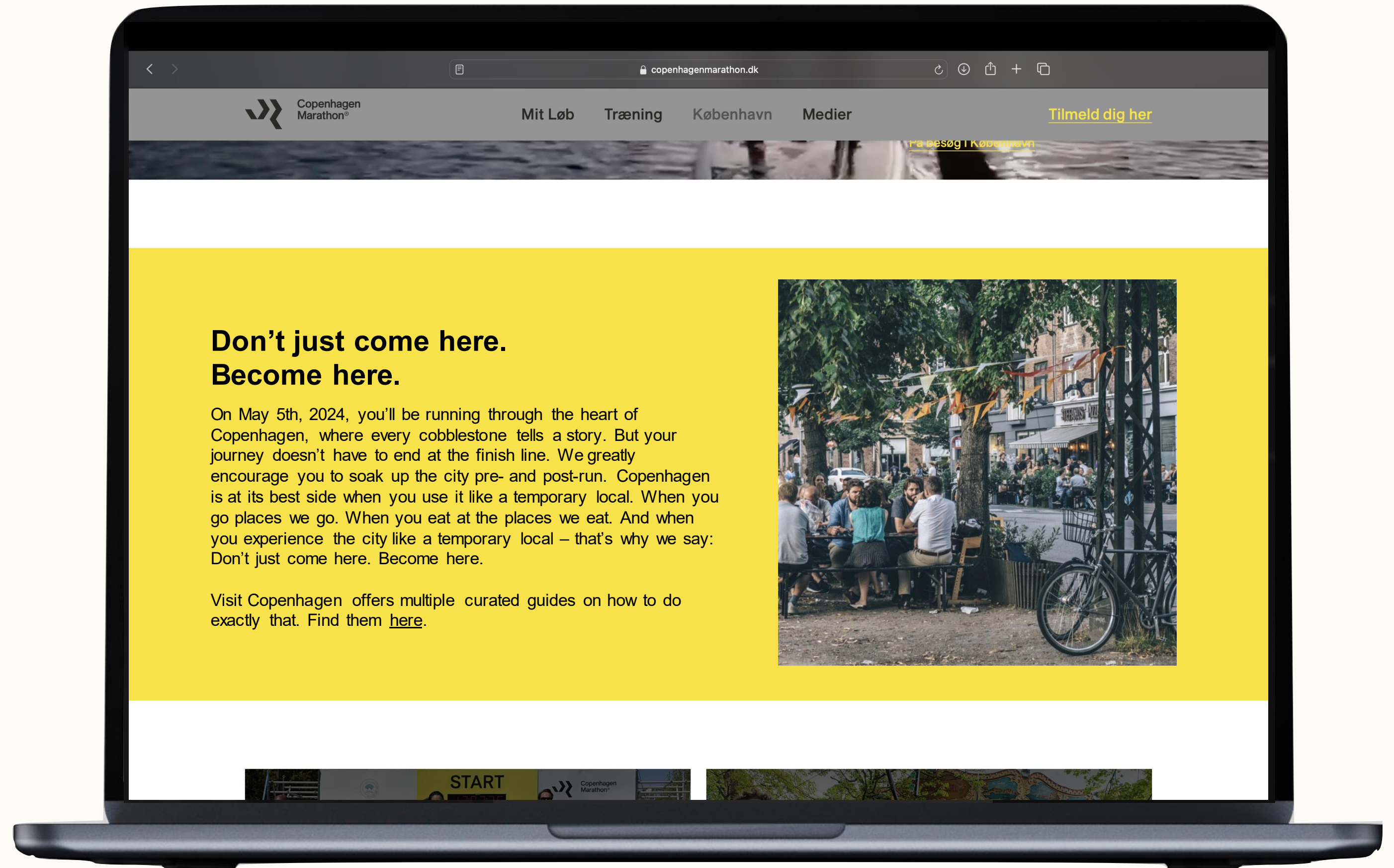
[Learn more](#)

CULTURE
& ART
SOME
EXAMPLE 2



WEBSITE

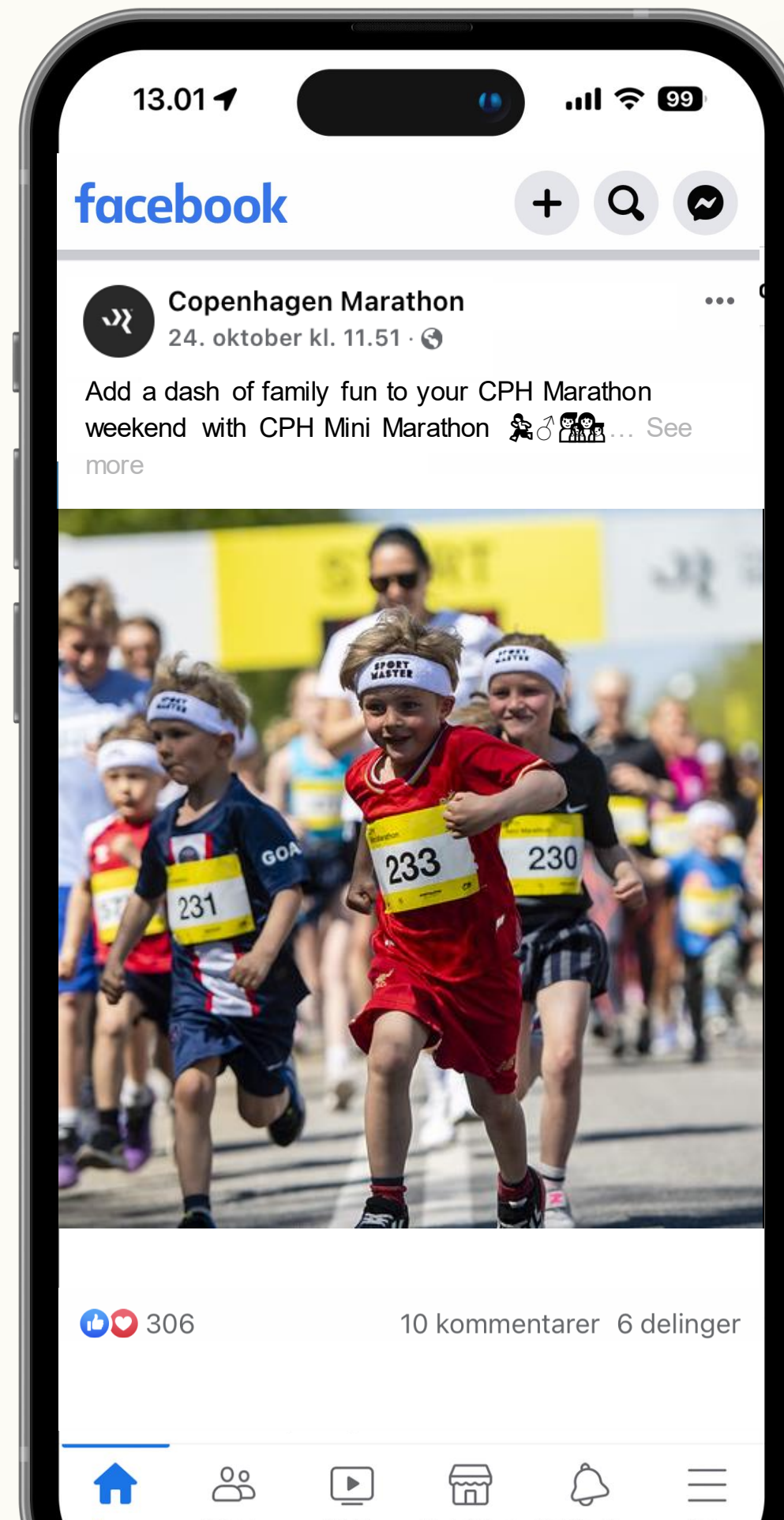
About exploring Copenhagen as a temporary local.



OUTDOOR
CITY LIFE

SOME

Family activity



..... Add a dash of family fun to your CPH Marathon weekend with CPH Mini Marathon 🏃‍♂️👨‍👩‍👧‍👦 The family-friendly run takes place the day before the marathon, May 4th 2024, offering a 1 or 2 km route suitable for all ages and skill levels. Let the kids set the pace and enjoy a memorable run through the heart of Copenhagen. Secure your spots now for a fun way to warm up before the big run! 🏆👉 #CPHMiniMarathon #becomehere

#cphmarathon #copenhagen
#visitcopenhagen #wonderfulcopenhagen
#becomehere

[Learn more](#)

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PARTNER TOOLBOX

PARTNER TOOLBOX

To get you started on implementing the Copenhagen branding into your communication, we've set up a partner brand portal jam-packed with images and videos exclusively for partners of Wonderful Copenhagen.

Feel free to use this material whenever you are promoting Copenhagen in your communication.

Click the link below to get access to the partner brand portal:

[LINK](#)

If you have any questions, please reach out to the Visit Copenhagen team on redaktion@woco.dk.

Wonderful Copenhagen · Om os · Partnerskaber · Viden · Værktøjer · Presse · Genopretningsplanen

Wonderful Copenhagen > Om os > Don't Just Come Here. Become Here.

Don't Just Come Here. Become Here.

Foto: VisitCopenhagen

Her kan I finde inspiration og guidelines til, hvordan I, som partnere, kan bruge Københavns nye brandfortælling i egen markedsføring og bidrage til at styrke fortællingen om København.

Udskriv Del med

Partner Playbook

[Download her](#)

I Partner Playbook kan I læse mere om Københavns nye kernefortælling og de dertilhørende styrkepositioner samt finde inspiration og guidelines til, hvordan I bedst muligt kan aktivere strategien i egen markedsføring.

LES TROIS COCHONS

THANKS

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