

04-12-2023

LANCERING AF KØBENHAVNS BRAND

copenhagen



04-12-2023

WONDERFUL
COPENHAGEN



VELKOMMEN



04-12-2023

Hvad har fyldt i 2023?

Genstarte turismen

Udvikling af et nyt Copenhagen-brand

Mange internationale kampagner og contentproduktion

Hovedstaden har været verdens arkitekturår

Samarbejde med Caroline Wozniacki

Spredningskampagne

Stor interesse fra mange ledende internationale medier



04-12-2023

Gastronomy

**Outdoor
city life**

**Architecture
& design**

Culture & art

**HVILKET ORD
BESKRIVER BEDST
KØBENHAVN FOR
DIG?**

04-12-2023

MENTI.COM
6788 7060

Hvilket ord beskriver bedst København for dig?

7 responses

masser af vand
spændende
skøn
wow
haha
hyggelig
wonderful



AGENDA

- 09:00-09:15** **Velkommen**
v. Kommunikationsdirektør, Rikke Holm Petersen, WOCO
- 09:15-10:10** **Københavns nye brandfortælling inkl. casestories**
v. Ann-Kristin Foss, Anders Helsager Pedersen, Jonas Løvschall-Wedel, WOCO & Cecilie Lusty, Sparta Atletik & Løb
- 10:10-10:25** **Pause**
- 10:25-10:45** **Hvilke fortællinger om Hovedstaden trender hos den internationale presse?**
v. International Presse- og Kommunikationschef Jonas Løvschall-Wedel, WOCO
- 10:45-11:15** **Status på turismen i Hovedstaden & forventninger til 2024**
v. Analysechef Lone Alletorp Callard, WOCO
- 11:15-11:30** **Afrunding**
v. Kommunikationsdirektør, Rikke Holm Petersen, WOCO
- 11:30-12:00** **Oplev de smukke sale i Carl Jacobsens originale Glyptotek: Hør anekdoter fra dengang samt om mulighederne i huset i dag**

Ann-Kristin Foss, Anders Helsager
Pedersen & Jonas Løvschall-Wedel, WOCO
Cecilie Lusty, Sparta Atletik & Løb

WONDERFUL
COPENHAGEN 

DON'T JUST COME HERE. BECOME HERE.

KØBENHAVNS NYE BRANDFORTÆLLING INKL. CASESTORIES

AGENDA

- **Baggrund**
- **Brandstand**
- **Film**
- **Playbook**
- **Aktivering**
- **Partners**
- **Toolbox**

04-12-2023
Ann-Kristin Foss



BAGGRUND FOR NY FORTÆLLING OM KØBENHAVN

NY VERDENS- SITUATION

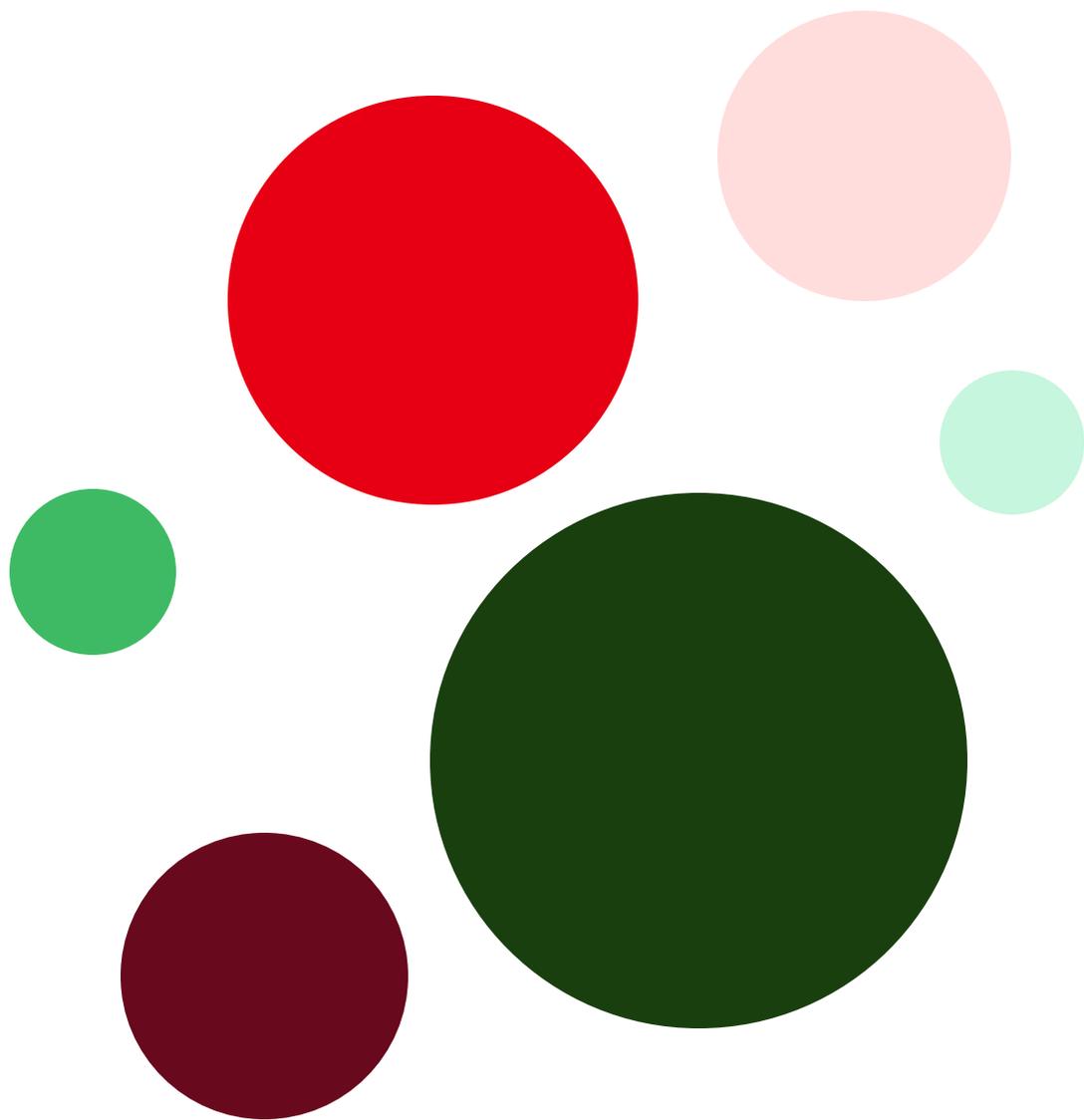
- Covid19, energikrise, krig i Europa, økonomisk recession



Genstarte turismen



**STORT BEHOV
FOR AT
DIFFERENTIERE
OG STYRKE
HOVEDSTADENS
BRAND**



- **Strategier & analyse**
- **Konkurrentanalyser**
- **Turister**
- **Stakeholders**

**STRATEGISK
BRANDFOKUS
BÆREDYGTIGHED**

KØBENHAVN HAR DET UDDRAMATISKE, DET UPRETÆNTIØSE & DET ÆGTE LEVEDE LIV

A scenic view of a grassy hill in Copenhagen at sunset. In the foreground, several bicycles are parked, including a black one with a black basket and a white one with a brown basket. People are sitting on the grass, some looking towards the sunset. In the background, there are multi-story buildings and a body of water with a boat. The sun is low on the horizon, creating a warm, golden glow.

**DON'T JUST COME HERE.
BECOME HERE.**

visit
copenhagen

copenhagen

Brand

Brand stand
Our promise to visitors

DON'T JUST COME HERE. BECOME HERE.



Foundation
What is ingrained in everything we do

Principles
Supporting sustainable behaviour

Sustainability

Seasonal spread

Geographical spread

Sustainable behaviour

Capacities
Provided abilities and resources

Accessibility

Ethics & equality

Welfare

Work Life balance

Healthcare system

Safety

English-speaking

Trust & honesty

Education & professionalism

Hotels & Venues quality



OUR FOUNDATION
ACCESSIBILITY & SUSTAINABILITY

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 mind set.

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.



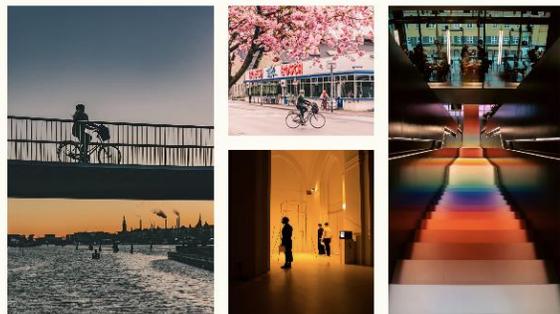
TONE OF VOICE

IMAGES

Images should be used to support the brand positioning. They should be high quality, visually appealing, and relevant to the brand. They should also be used to illustrate the brand's values and mission. Images should be used to create a sense of place and atmosphere, and to tell the brand's story. Images should be used to create a sense of community and belonging, and to show the brand's commitment to its customers. Images should be used to create a sense of excitement and anticipation, and to show the brand's commitment to its customers.



SITUATIONS+ DESTINATIONS
IMAGE EXAMPLES



SITUATIONS+ DESTINATIONS
ARCHITECTURE AND DESIGN
OWNED MEDIA



In Copenhagen, architecture is not just pretty to look at, it's fun to use.
World-famous architecture firm BIG has created the cleanest waste-to-energy power plant in the world in Copenhagen which is topped by an artificial ski slope that is open all year round.
You'll meet tons of ski-happy Copenhageners, and they can't wait to see you.
#becomehere

IMAGES

ARCHITECTURE & DESIGN

OUR FOUR KEY THEMES

Theme	Visual Style	Color Palette	Image Type
Architecture & Design	Modern, clean	White, grey, blue	Architectural, interior
Outdoor City Life	Warm, vibrant	Green, yellow, orange	People, nature, urban
Gastronomy	Artistic, detailed	Warm, earthy	Food, dining, people
Culture & Art	Historical, atmospheric	Muted, classic	Landmarks, people, art



DON'T JUST COME HERE. BECOME HERE.

OUTDOOR CITY LIFE
OWNED MEDIA



Copenhagen is filled with green outdoor areas perfect for families.
Try the traffic playground in the borough of Østerbro where children can play and learn to become good road users.
And if they feel comfortable with it, take them on a bike trip to see and blend in with the city.
Get our guide to outdoor city life in Copenhagen with kids here.
#becomehere



TONE OF VOICE
Copenhagen is a warm, vibrant, and welcoming city. It's a city that is full of life and energy. It's a city that is full of people who are passionate about their city and their community. It's a city that is full of people who are proud of their city and their community. It's a city that is full of people who are proud of their city and their community.
HUMAN INFORMAL DOWN TO EARTH WELCOMING HONEST FRIENDLY PUNCHY

EDITING IMAGES

- To ensure consistency in our visual expression, we have a number of rules when it comes to image processing.
- 1. Our images must appear believable, so we do not over-edit.
- 2. We like colorful images so we don't desaturate them.
- 3. Regardless of the season, we present Copenhagen as a destination with a warm atmosphere. Therefore, we prefer to tone our images warm rather than cold, and avoid blue-toned highlights.
- 4. To ensure a calm and harmonious expression, we do not tilt the horizon.



SITUATIONS+ DESTINATIONS
GASTRONOMY
OWNED MEDIA



Copenhagen is a warm, vibrant, and welcoming city. It's a city that is full of life and energy. It's a city that is full of people who are passionate about their city and their community. It's a city that is full of people who are proud of their city and their community. It's a city that is full of people who are proud of their city and their community.

SOCIAL MEDIA

PROOF POINTS

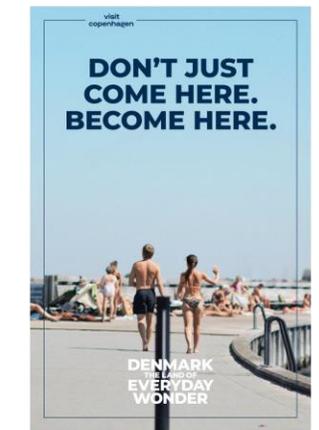
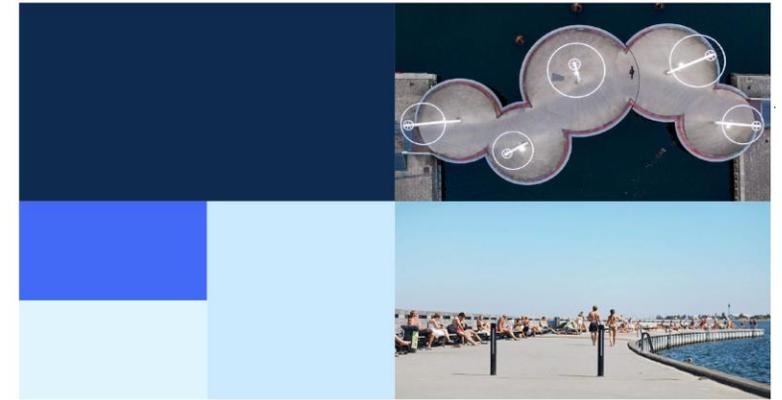
BIG DATA
ANALYTICS
INSIGHTS



SITUATIONS+ DESTINATIONS
IMAGE EXAMPLES



NY VISUEL IDENTITET



**DON'T JUST
COME HERE.
BECOME
HERE.**

wonderful
copenhagen



**COCKTAILS
CANALS
coolness
CUISINE
COMFORT**



visit
copenhagen

**DON'T JUST
COME HERE.
BECOME HERE.**

**DENMARK
THE LAND OF
EVERYDAY
WONDER**

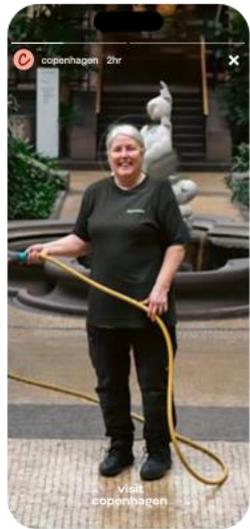


copenhagen 2hr

**MEET
INGE A
gardener
AT THE
GLYPTOTEK**

She loves to share her knowledge about the plants. — Sit back, relax and get to know the story about one of the city's most popular gems.

visit
copenhagen



copenhagen 2hr

VESTERBRO

visit
copenhagen



copenhagen 2hr

**COSY
COCKTAILS
CANALS
coolness
CUISINE
COMFORT
CULTURE**

visit
copenhagen



Presentation title

visit
copenhagen

**DON'T JUST
COME HERE.
BECOME
HERE.**

04-12-2023

Anders Helsager Pedersen, Senior Campaign Manager



EKSEMPLER PÅ AKTIVERING

04-12-2023

INTERNATIONAL BRANDING



04-12-2023

International markedsføring

Alle kreativer er bygget op omkring det nye brand

Kernefortællingerne, ægte oplevelser og en divers by

1. Sæsonspredning
2. Geografisk spredning
3. Bæredygtig adfærd



SPECIALØL • MAD • KAFFE
NATURVIN OG COCKTAILS



DON'T JUST COME HERE. BECOME HERE.

Gastronomy

Outdoor
city life

Architecture
& design

Culture & art

Β ΚΙΝΗΣΗ BAR

BARRAB





04-12-2023

USA sensommer- kampagne 2023

Markedsføring af København i amerikanske storbyer med direkte flyruter

Amerikanerne har generelt 'lavt kendskab' til København – derfor gik vi alternative veje

Målgruppen for København:

- Amerikanere +35 år
- Højt uddannede og mellem-høj indkomst
- Interesse for Europa og storbyferie

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copenhagen

04-12-2023

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COPENHAGEN 

HOW TO COPENHAGEN BY CAROLINE WOZNIACKI



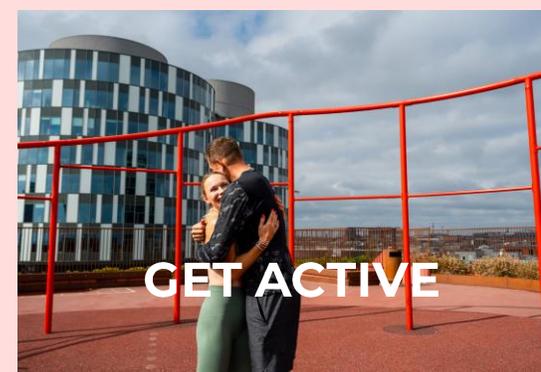
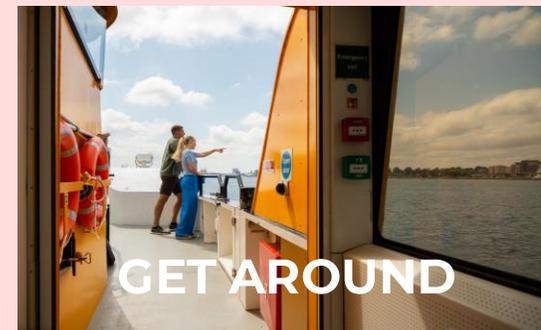
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WONDERFUL
COPENHAGEN 

EN PERSONLIG REJSE GENNEM KØBENHAVN

04-12-2023

CAROLINES' COPENHAGEN



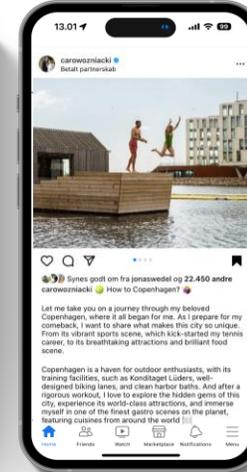
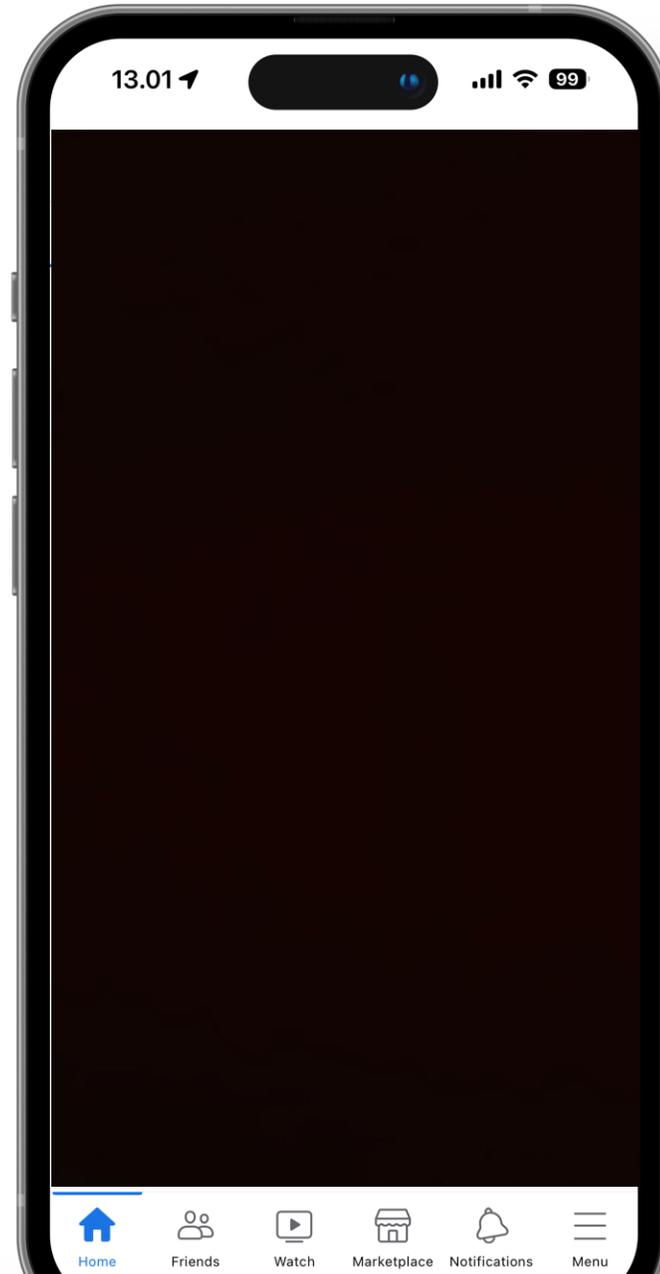
04-12-2023



CAROLINE WOZNIACKI

HOW TO COPENHAGEN

Kampagne
elementer



WOZNIACKI HAR SKABT OPMÆRKSOMHED!

USA TODAY SPORTS Home NFL MLB NBA NHL Golfweek Super Bowl

US Open 2023: Caroline Wozniacki is returning to Grand Slam tennis three years after retiring

BRIAN MAHONEY | AP

NEW YORK (AP) — Caroline Wozniacki didn't even know where her rackets were.

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Tennis

'Proud' Caroline Wozniacki back on tour and looking to get better

Major winner retired and had two children but, at the age of 33, is now competing at the top level again

30% på kontaktiløser
Kun til £19

Tamini Carayol in Cincinnati
Sun 19 Aug 2023 20:38 BST

The Washington Post

Caroline Wozniacki vs. Petra Kvitova at U.S. Open isn't just a blast from the past

By Rick Maitland

October 28, 2023 at 7:40 p.m. EDT · Published August 26, 2023 at 7:01 a.m. EDT



Forbes

FORBES > BUSINESS > SPORTSMONEY

Caroline Wozniacki's Comeback Feels Right On Time At The U.S. Open

Tim Ellis Contributor

I am a freelance sports writer specializing in cricket and tennis

Follow

Sept 3, 2023, 05:42pm EDT

Caroline Wozniacki's comeback has worked a treat even if this is as good as it gets. After a three-and-a-half-year hiatus, Wozniacki hit the ground running, jumping and beaming into the last 16 at the U.S. Open. An inform Coco Gauff was a step too far - just- but the Dane star negotiated the first business week back in the big time as if she had never been away.

Wozniacki has unlearned nothing with her racket since retiring just before COVID burst the tennis touring bubble. Sometimes a second life at the old job works a treat. It's all about timing. To walk straight back into Flushing Meadows with that self-belief is something else.

USA TODAY Sports Football Tennis Golf Motorsport US Sports Olympics Climbing Esports Hockey

Caroline Wozniacki makes winning return to tennis after three-year absence

By George Ramsey, CNN

Published at 3:31 AM EDT, Wed August 9, 2023



BBC Sign In Home News Sport Beel Worklife Travel

SPORT

Home Football Cricket Formula 1 Rugby U Tennis Golf Athletics Cycling

Tennis > Live Scores Results Calendar Tomorrow's Order of Play

US Open 2023 results: Caroline Wozniacki wins, Coco Gauff and Iga Swiatek also through

02 September 2023 | Tennis



ESPN NFL MLB NCAA NBA NHL Soccer Tennis

bet 365 BET ON THE US OPEN CLAIM YOUR OPEN ACCOUNT OFFER

Caroline Wozniacki is back -- and on fire at the US Open

By Emily Weiss, ESPN.com

NEW YORK — Caroline Wozniacki watched from the sidelines as her longtime friend Serena Williams had her electrifying farewell run at the 2023 US Open. While Williams decided the crowd at Arthur Ashe Stadium to host three slugs matches, a pregnant and already retired Wozniacki was in the arena and at practice sessions, offering supportive words and advice.

But while Wozniacki, the former world No. 1 and 2008 Australian Open champion, was happy to be there for Williams, it wasn't what sparked her idea to return to the sport.

"[Her final US Open] was something very special," Wozniacki said on Friday. "But I wasn't really thinking about my own comeback at that point. I was trying to figure out how I'm going to handle two kids."

WTA TOUR Tournaments Scores Rankings Players News & Video State The WTA WTA TV

After summer comeback, Wozniacki confident best is yet to come

After bowing out to Coco Gauff, Caroline Wozniacki is ready to get back on the practice court after a four-month absence from the U.S. Open Report of by

By Courtney Nguyen WTA Insider



NEW YORK LOCAL WEATHER INVESTIGATIONS BUSINESS VIDEO TV LISTINGS OUR VOICES NEWSLETTERS

CAROLINE WOZNIACKI

Caroline Wozniacki makes US Open comeback — with two young children and husband by her side

Former tennis world No. 1 Caroline Wozniacki is set to make her tennis comeback in New York more than three years since her last Grand Slam match.

By Julia Elbea · Published August 24, 2023 · Updated on August 25, 2023 at 9:04 am



Trending Stories

- HAZARDY NEWS** Coach Maddy urges Ste Harwood to hit bronze can
- NEWS** US's Silver State's slingshots in possible Queens road rage incident
- MUSIC FESTIVAL** Electric Blue show online again, drawing entry for safety reasons after cancelling first day
- SPONSORS** NFL MVP race heating up

NEW YORK POST READ THE LATEST ON Page Six

SEPTEMBER 4, 2023

Sections Tennis Rankings

Caroline Wozniacki rolls on to round of 16 after beating Jennifer Brady

04-12-2023

WONDERFUL
COPENHAGEN 

ET RIGTIG GODT MATCH





KØBENHAVN, ARKITEKTUR OG LØB



04-12-2023

Run here. Become here

Til Copenhagen Half Marathon udviklede WoCo med Sparta en række initiativer:

Kampagnofilm

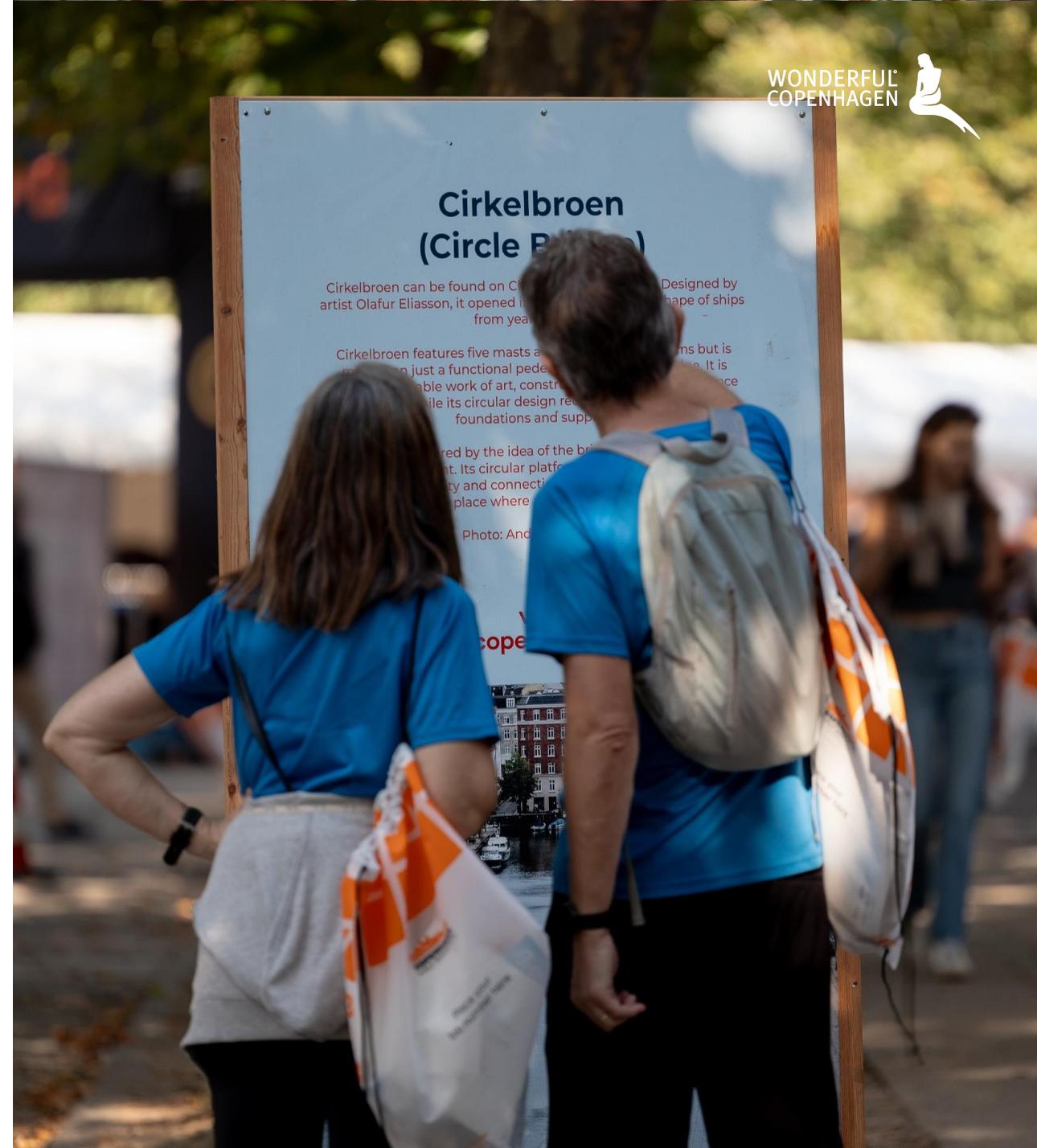
- Runner's guide to architecture

Infostandere ved afhentningszoner

- Fokus på Københavns arkitektur

En stor gate med København brand

- Run here – Become here



04-12-2023

WONDERFUL
COPENHAGEN 



READY

04-12-2023

Jonas Løvschall-Wedel

HVORDAN KAN I TAPPE IND I KØBENHAVNS NYE FORTÆLLING?

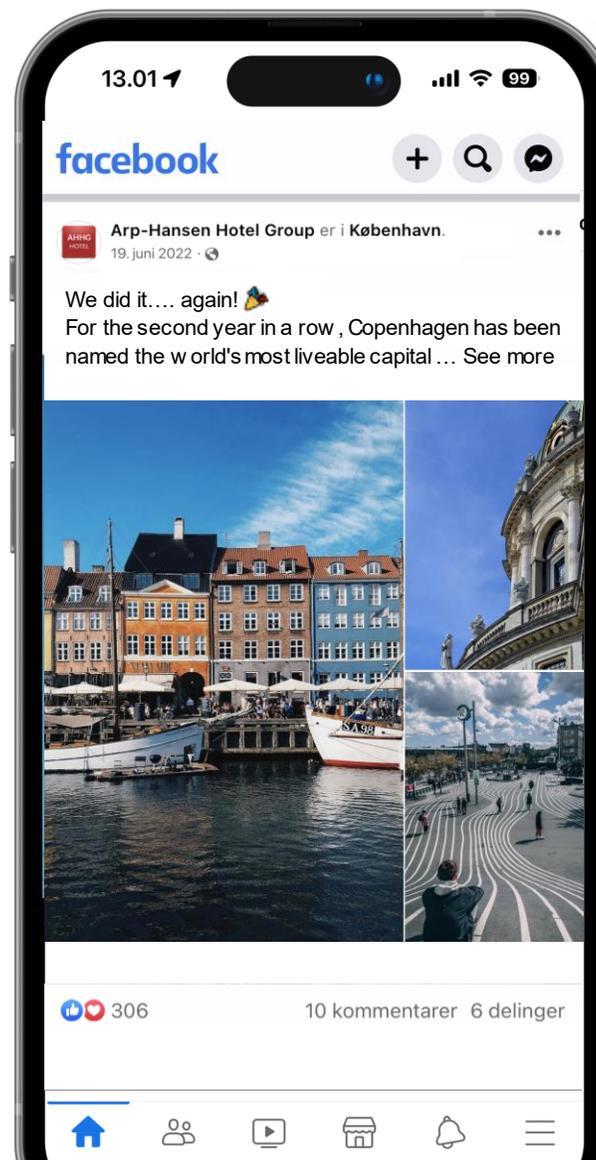


**DON'T JUST COME HERE.
BECOME HERE.**

visit
copenhagen

HVORDAN BRUGES BRAND
STAND HVIS DU ER
PARTNER

EKSEMPEL 1



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

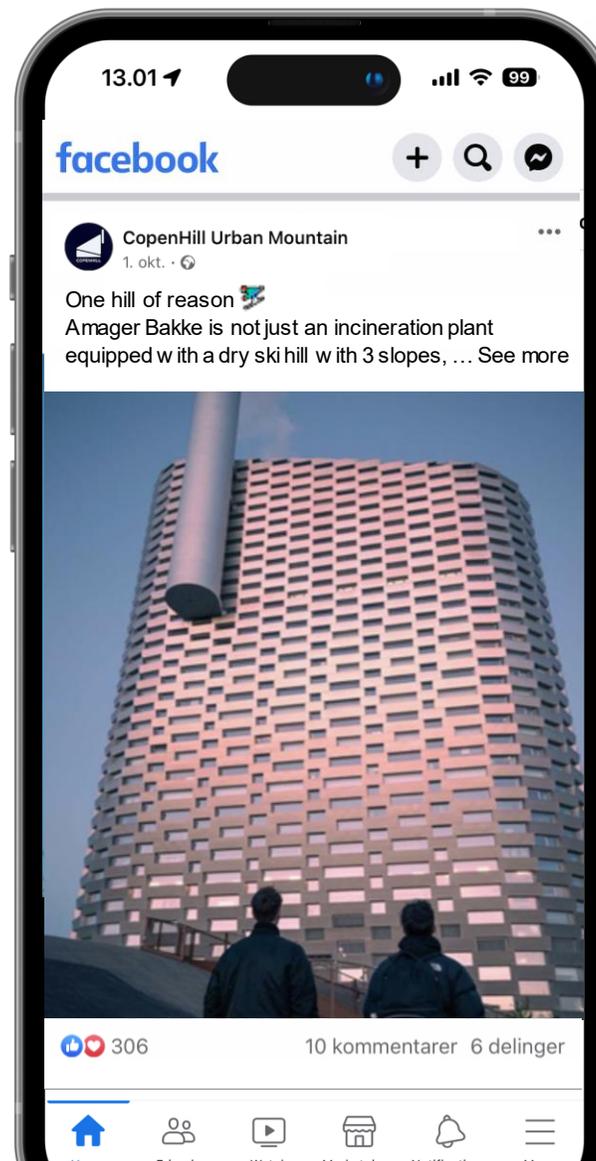
..... We did it... again! 🎉
For the second year in a row, Copenhagen has
been named the world's most liveable capital.
Perhaps because we invite visitors to explore
local communities and not only come here, but
become here.

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

#arphansenhotelgroup #copenhagen
#visitcopenhagen #wonderfulcopenhagen

HVORDAN BRUGES BRAND
STAND HVIS DU ER
PARTNER

EKSEMPEL 2



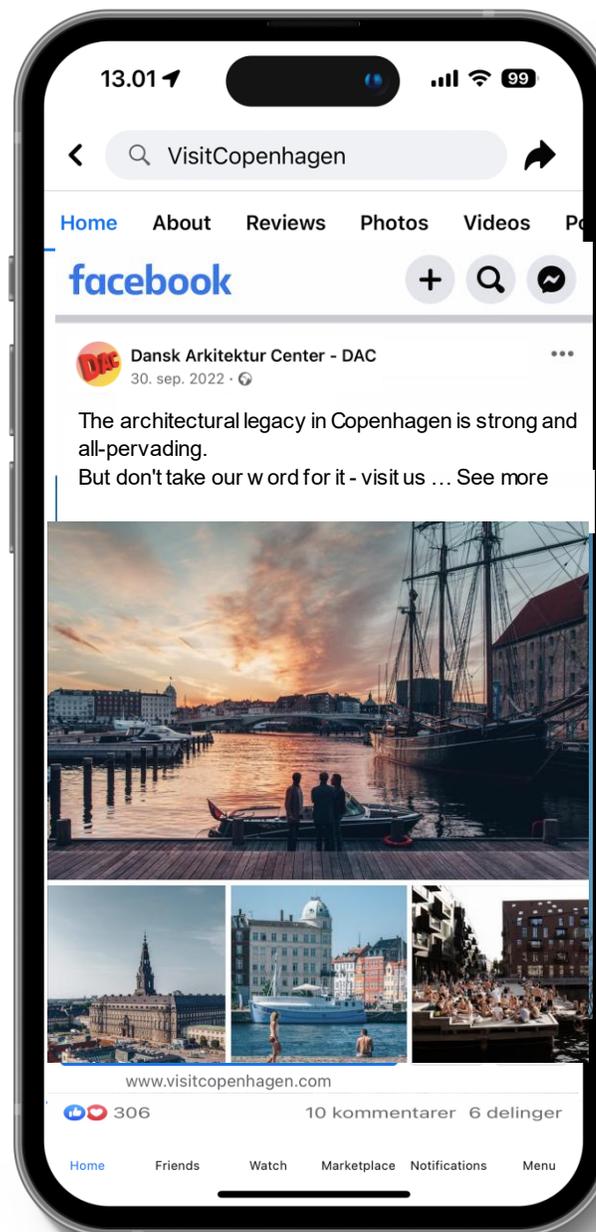
You can use the brand stand as a hashtag (#becomehere) like so: (When using the brand stand as a hashtag, we prefer that you use #becomehere, not the brand stand in its entirety.)

..... 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 and 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

HVORDAN BRUGES BRAND
STAND HVIS DU ER
PARTNER

EKSEMPEL 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

04-12-2023

WONDERFUL
COPENHAGEN 

KØBENHAVNS STØRSTE ATTRAKTION ER DET LOKALE LIV



04-12-2023



Muligheder

Løbeklub

Vinterbadning

Yogahold

Picnic

Lokale guide

Etc.





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 livable 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 livability 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 cobblestone 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.



Partner-toolbox

- Brandfortælling og guidelines for brug
- Københavns fire styrkepositionsfortællinger, herunder konkrete proof points:
 - Gastronomy
 - Outdoor city life
 - Architecture & design
 - Culture & art

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	



PARTNER COMMUNICATION
WORDING THAT PARTNERS CAN USE

ARCHITECTURE & DESIGN	OUTDOOR CITY LIFE	CULTURE & ART	GASTRONOMY
<p>Sentences you can use: In Copenhagen, historic buildings rub shoulders with some of the most modern architecture in the world.</p> <p>From haute couture to handmade ceramics – there are beautiful design treasures around every corner.</p> <p>Looks aren't everything. We believe that architecture and design should serve greater purposes: Sustainability, accessibility, and community.</p> <p>Come see for yourself. And experience how we've built and designed a capital for living.</p>	<p>Sentences you can use: Copenhagen offers a breath of fresh air for everyone.</p> <p>We are known for our thriving cycling culture, but there's more to explore beyond cycling.</p> <p>You can take a swim or paddle in our clean harbours. And you can walk almost everywhere because everything is nearby.</p> <p>Our outdoor city life offers a way of blending in with locals.</p>	<p>Sentences you can use: Copenhagen is a cultural hub, brimming with creativity and artistic expression.</p> <p>We encourage visitors to join us in our enthusiasm for arts and culture.</p> <p>Copenhagen is a cultural gem waiting to be both explored and enriched by visitors. And we would love to share it with you.</p>	<p>Sentences you can use: In Copenhagen, we live like we eat – closely together, with care for nature, and with an eye on the future.</p> <p>Our chefs have created a diverse culinary scene where eating well is no longer reserved for fine dining.</p> <p>Our obsession with taste infuses our entire scene. From our many food markets and restaurants to our informal eateries and bakeries.</p> <p>It is no mystery that the world has developed a taste for Copenhagen.</p>

- Sætninger/formuleringer
- Partnercases med eksempler
- Billedbank
- Film

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 vores 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.



Brandfilm

[Download filmen her](#)

Her kan I tilgå den nye brandfilm for København, hvor Københavns nye kernefortælling og de dertilhørende styrkepositioner bliver udfoldet visuelt.



Mediearkiv

[Brandbilleder / Wonderful Copenhagen Mediearkiv](#)

Download billedmateriale fra København i gennem de ovenstående links. I kan frit anvende materialet, såfremt retsighederne følges. Materialet må kun anvendes i forbindelse med promovering af København og Greater Copenhagen. VisitCopenhagen og fotografen skal altid krediteres.

Partnersite

[wonderfulcopenhagen.dk/
copenhagenbrand](https://wonderfulcopenhagen.dk/copenhagenbrand)

Cecilie Lusty, Brand, Sponsor & Markedsføringsansvarlig, Sparta Atletik og Løb

CPH MARATHON

EKSEMPEL PÅ AKTIVERING AF
KØBENHAVNS BRANDFORTÆLLING

MULIGHED

CPH MARATHON NY BRANDIDENTITET MED
BYEN SOM KERNEINDSIGT

STOR VÆKSTMULIGHED INTERNATIONALT

MÅLGRUPPEN VÆLGER CPH MARATHON
PRIMÆRT PÅ GRUND AF BYEN

UDFORDRING

HVORDAN KAN VI BRUGE BYEN MERE I VORES
MARKEDSFØRING?

BYEN ER I FOKUS I KOMMUNIKATIONEN

SAMARBEJDE MED WOCO OM
MARKEDSFØRING AF EVENTET
INTERNATIONALT KOMBINERET MED DERES
BRANDFORTÆLLING OG VORES



ARCHITECTURE
& DESIGN

SOME

EKSEMPEL 1

Kampagne på sociale medier.

Fokus på eksisterende materiale, som
WoCo har udarbejdet.

Fokus på byen, anbefalinger og løb som
er centrale elementer.



..... 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

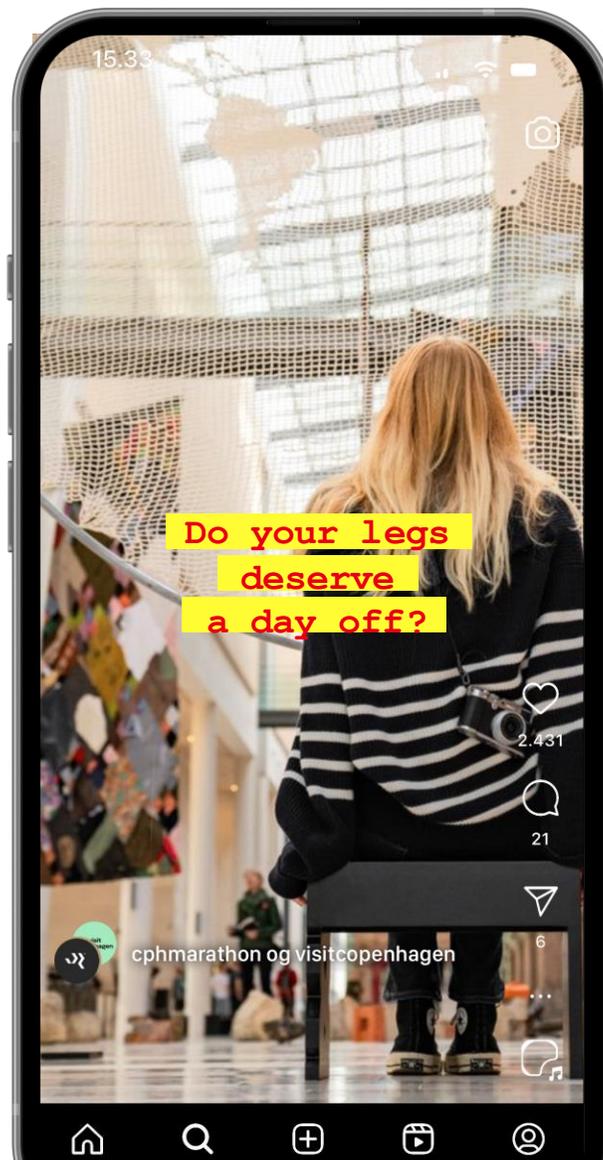
CULTURE
& ART

SOME

Eksempel 2

Vise at CPH Marathon er mere end løb.

Blive i byen flere dage.



OUTDOOR
CITY LIFE

SOME

Eksempel 3

Familieaktivitet



..... 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

GASTRONOMY

NYHEDSBREV

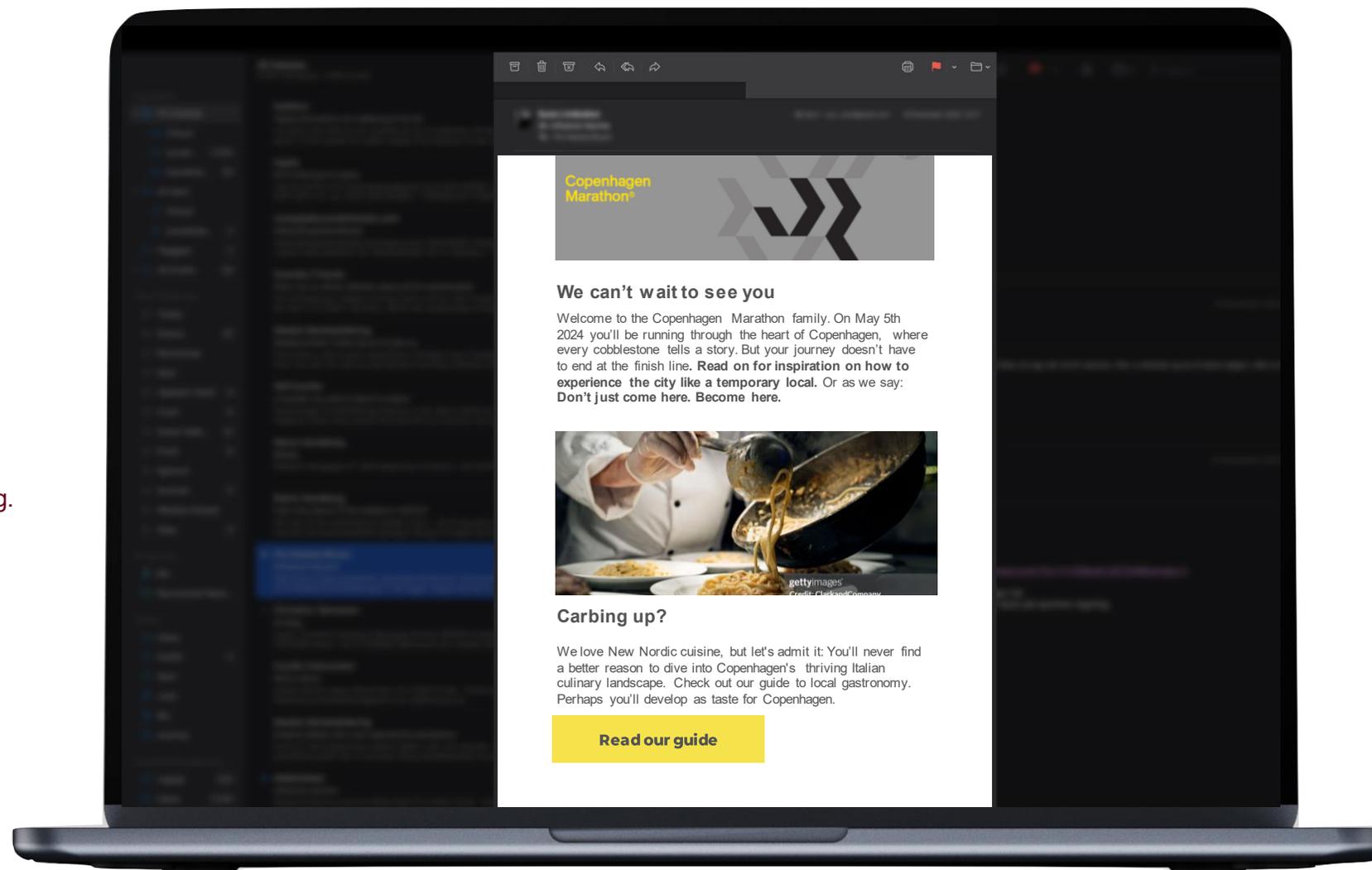
EKSEMPEL 1

Sendes til løbere, der netop har registreret sig.

Elementer fra kernefortælling er implementet fx "temporary local" og "Don't just come here. Become here."

Fokus på oplevelser i byen.

Direkte link til Visit Copenhagen site .



OUTDOOR
CITY LIFE

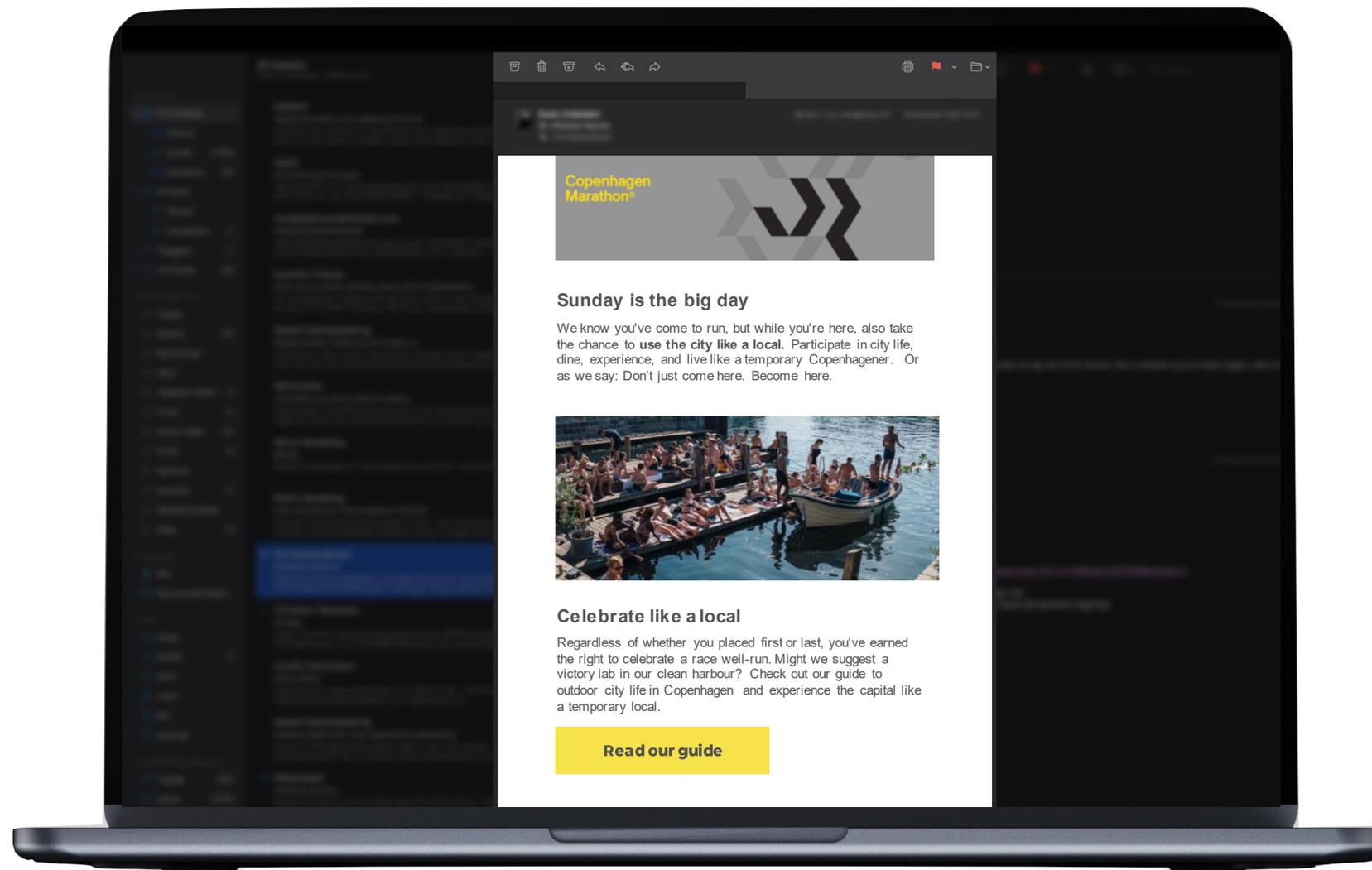
NYHEDSBREV

EKSEMPEL 2

Sendes til løbere dagen før maraton.

City life.

Samarbejde med byens aktører om aktivering til vores løbere, så de føler sig ekstra godt taget imod.



04-12-2023

TAK

PAUSE
VI ER TILBAGE 10:25