

PRESS RELEASE

**Berlin Partner für Wirtschaft
und Technologie GmbH**

Ludwig Erhard Haus
Fasanenstrasse 85
10623 Berlin

www.berlin-partner.de

Carolin Meltendorf
Deputy press spokesperson

Mobile +49 151 150 758 29
carolin.meltendorf@berlin-partner.de

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The Senate Chancellery and Berlin Partner present

New nationwide image campaign for the capital

Berlin is launching a new nationwide image campaign. The aim is to strengthen the city's sense of community and to promote Berlin nationally. With various messages, the campaign addresses the city's challenges in a self-deprecating way and highlights its advantages as an internationally renowned location for culture, science and business.

From 5 September, 16 different motifs will appear on 1,500 surfaces in Berlin, in print advertisements and online media. The motifs address different topics - from neighbourhoods to culture, education, mobility and diversity to major events. Some messages will be visible in the cityscape in English, Turkish and Arabic to address the city's foreign-language communities. Further motifs will be broadcast in Polish, Russian and Ukrainian via the @wir.berlin channel.

The campaign is not limited to Berlin, but will be visible in around ten German cities. In Munich, Stuttgart and Cologne, among others, with their own messages that create self-deprecating connections between the cities and Berlin.



Kai Wegner, the governing mayor of Berlin: “Berlin is a strong brand. But a brand also needs to be continuously maintained. Berlin has a great deal of appeal internationally, but unfortunately there are still reservations or clichés about Berlin nationally. We therefore want to use the campaign to promote Berlin as a city of freedom, internationality, diversity and solidarity. We are dispelling some clichés, radiating confidence and strengthening cohesion in our city, which is so important in these challenging times.”

The Senate Chancellery is implementing the campaign together with Berlin Partner. 33 companies from the Berlin Partner network provide additional media services to achieve high visibility.

Dr. Stefan Franzke, Managing Director of Berlin Partner: “Nothing describes Berlin better than Berlin itself – and this new image campaign expresses that. Berliners know best what makes Berlin special. Thanks to the support of the strong Berlin Partner network, resources could also be pooled and almost 100 percent doubled through in-kind contributions.”

The campaign was developed by the Berlin agency Dojo, which won a Europe-wide tender.

Dominic Czaja, CEO of Dojo: “As a Berlin agency, it is a special honour for us to be able to enrich the image of our city with a campaign. Our main aim was to determine a tone that doesn’t sound like advertising, but rather like Berlin - honest, self-confident and a little self-deprecating.”

From Berlinchen to Berlin

A 15-minute mockumentary on the Internet (<https://wir.berlin/en/campaigns/berlin>) and a corresponding trailer in the Yorck cinemas and on the radio got people in the mood for the campaign in advance. In it, two “newcomers” try to bring Berlin to Berlinchen and find out: “Berlin is just Berlin in Berlin.” The campaign is now starting from Berlinchen in Berlin, nationally and digitally: There, the campaign presents committed people, clubs and initiatives from Berlin on the city marketing channel @wir.berlin under the motto “Faces of Berlin”. In Winter 2024/2025, a charity event focusing on homelessness will conclude the campaign. Further information and campaign materials for download:

www.berlin.de/rbmskzl/service/corporate-design/imagekampagne-1481279.php

Berlin Partner für Wirtschaft und Technologie – We work for innovation and growth!

The business development agency Berlin Partner für Wirtschaft und Technologie is Berlin’s service provider for growth and innovation. Berlin Partner supports companies and investors in their move to Berlin and in their development in this city. Berlin Partner’s experts provide information on financing options, advise on finding suitable premises or qualified personnel and help build networks with partners from the world of science. The State of Berlin and more than 250 companies that are committed to promoting their city stand behind Berlin Partner für Wirtschaft und Technologie as a public-private partnership. Berlin Partner is also responsible for marketing the German capital worldwide.

<https://www.berlin-partner.de/en>

Chair of the Supervisory Board: Carsten Jung | Managing Director: Dr. Stefan Franzke

Deutsche Bank | SWIFT-BIC. DEUTDE33 | IBAN DE71 1007 0848 0526 8487 02 | Berliner Sparkasse | SWIFT-BIC. BELADE33 | IBAN DE36 1005 0000 6600 0088 04
Commercial register: District Court Charlottenburg HRB 13072 | VAT ID. DE 136629780 | Tax Number 27/002/33580