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Schleswig-Holstein
Germany's True North

Schleswig-Holstein

Germany's True North

The regional marketing campaign



Schleswig-Holstein
Germany's True North

What makes Schleswig-Holstein stand out?

Thinking of Schleswig-Holstein invokes many pleasant images in our minds: the sea, the beach, wide-open skies, crisp air, the only state with an east and a west coast and so much more.

The straightforward, authentic and reliable mentality of the people of Schleswig-Holstein also springs to the mind's eye. But when the focus switches to Schleswig-Holstein as a business location, there aren't as many things that come to mind. The regional marketing campaign "**Schleswig-Holstein. Germany's True North.**" sets out to showcase that Schleswig-Holstein has a lot more to offer than just surf, sand and fish sandwiches.

The business location

Schleswig-Holstein:

- has a strong backbone of small to medium-sized companies ("Mittelstand")
- is home to many future-oriented industries
- is the continental bridge to Scandinavia
- offers ideal conditions for investment, lifestyle and career
- stands for values such as straightforwardness, authenticity, reliability and tradition
- epitomises the can-do mentality with North German understatement

Positioning

TRUE

Schleswig-Holstein has been presenting and promoting itself under the umbrella brand **"Schleswig-Holstein. Germany's True North."** since 2013.

North is "true".

"True" is the promise to deliver.

"True" is a core value of the state.

"True" is where Schleswig-Holstein and the North meet.

"True" is the emotional positioning.

Positioning

NORTH

Schleswig-Holstein is Germany's northernmost federal state. We also have access to the sea in the east and the west. This is how we credibly position ourselves as the North.

"North" also serves as an anchor for the positive associations already perceived: wide skies, freshness, health, authenticity, straightforwardness, humility, steadfastness, innovation, leadership and a cosmopolitan mindset.

The regional marketing campaign

The regional marketing campaign bolsters Schleswig-Holstein as a business location and communicates the advantages offered by the state concisely and emotionally.

True brand ambassadors

Who could possibly promote the **“TRUE NORTH”** better than real-life entrepreneurs from Schleswig-Holstein? Entrepreneurs who stand for and live the values upheld in our state.

Mentality

The mentality associated with the **“TRUE NORTH”** is calm and at ease, but **not** passive and backward. Aware of our roots, inherently charming, but **not** coldish and aloof. Competitive, concise and to the point, but not pretentious. Different than “the others”, likeably authentic but **not** arrogant.

Visual imagery

Schleswig-Holstein's advantage is that our home state is beautiful and has character. We want to showcase the "True North" for what it truly is. With visual imagery full of atmosphere and emotions. With authentic images of our people and their lives. With images clearly associated with the "True North".

Humour, anyone?

People from Schleswig-Holstein are also renowned for their dry, Nordic-style humour. That's why we don't shy away from self-deprecation and playing with clichés.

Who is our audience?

We aim to support companies from Schleswig-Holstein and embrace our identity as citizens and businesses in this federal state.

We will present the unique potentials and career prospects to professionals within our state and beyond.

In the third step, we set out to convincingly present the advantages offered by our state to investors and companies.

Last but not least, we seek to sensitise all our citizens and instil a proud confidence about being from Schleswig-Holstein.

Key messages of the campaign

Schleswig-Holstein surprises you with an abundance of options – many more than you might think:

- **innovative companies, many of them world market leaders**
- **an excellent array of universities, research facilities and institutions of higher learning**
- **strong backbone of medium-sized businesses with great career prospects and an excellent work-life balance (work where others holiday)**
- **a unique, clear-cut and down-to-earth can-do mentality**

Together for the “True North”.

Schleswig-Holstein. Germany's True North.

Campaign display ads

Medium-sized businesses

Dr. Henning Behring, Chief Executive Officer jordan Borealis



**Chief Executive Officer.
Or, as we say: "boss".**

More info at der-echte-norden.info


Schleswig-Holstein
Germany's True North

Juliane Müller, Chief Executive Officer M.G.S. Capital



**We don't make much wind.
We just use it.**

More info at der-echte-norden.info


Schleswig-Holstein
Germany's True North

Ando Müller, Chief Executive Officer ICB Bank



**Our coastline is world famous.
As are our 30 world-leading
companies.**

More info at der-echte-norden.info


Schleswig-Holstein
Germany's True North

Katrin Witz, Chief Executive Officer Borealis Norddeutsche Kraft



**Chief Executive Officer.
Or, as we say: "boss".**

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Schleswig-Holstein
Germany's True North

Campaign display ads

Broadband



We are born networking specialists.

With the #1 fibre-optic network in the country.

More info at der-echte-norden.info



Schleswig-Holstein
Germany's True North



We have Germany's fastest surfers.
With the #1 fibre-optic network
in the country.

More info at der-echte-norden.info



Schleswig-Holstein
Germany's True North

Campaign display ads

Skilled professionals



Experts welcome.

**Great prospects ahead.
Including after work.**

More info at der-echte-norden.info

Schleswig-Holstein
Germany's True North



Experts welcome.

**The land is flat. The career prospects
are anything but.**

More info at der-echte-norden.info

Schleswig-Holstein
Germany's True North



Experts welcome at our world market leaders.

**Be among the world
leaders, whether it's
onshore or offshore.**

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Schleswig-Holstein
Germany's True North



Experts welcome.

**Don't worry - a sailing
certificate is not mandatory
for your application with us.**

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Schleswig-Holstein
Germany's True North

True proverbs for the "True North".

For the people in Schleswig-Holstein, we created some slogans - on postcards, stickers or on Facebook to be shared. They are hard to translate because they play with regional jokes and peculiarities. But what we can say is that the people in the "True North" loved them.

Ein „Moin“
sagt mehr als
tausend Worte.

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Schleswig-Holstein
Der echte Norden

Bayern hat einen
Robben. Wir haben
Tausende.

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Schleswig-Holstein
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Das Land flach, die
Bewohner mit Ecken
und Kanten. Besser
als umgekehrt.

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Schleswig-Holstein
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Lieber windige
Tage als windige
Typen.

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Der echte Norden

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The newsroom. Real-time information.



The "True North" has a lot to offer! Let our social-media newsroom be your guide. It bundles interesting content from the social networks of the "True North" in real time. It also offers the option of filtering the results by topic and source. You are warmly welcome to check it out.

newsroom.der-echte-norden.info