

Inspired by Iceland

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Promote Iceland is a public-private partnership established to lead the promotion and marketing of Iceland in foreign markets and stimulate economic growth through increased export.

INSPIREDICELAND

Visit Iceland is the official destination marketing office for Iceland and aims to attract travelers to Iceland. We work effectively on promoting and marketing to consumers in cooperation with the tourism industry under the umbrella brand of Inspired by Iceland.

• ETT LAND I ASKA Turistbroschyren jämfört med verkligheten







"Vären är den tid när solen stiger allt högre, värmer upp jorden och alla lewande varelser."



"Fridfull vit snö accentuerar de svarta lavafälten och skapar ett magiskt artisteri."

Island, april 2010



"Många platser på Island är rena paradiset ..."



"...förundras över läglandets blyga men härdiga örter."

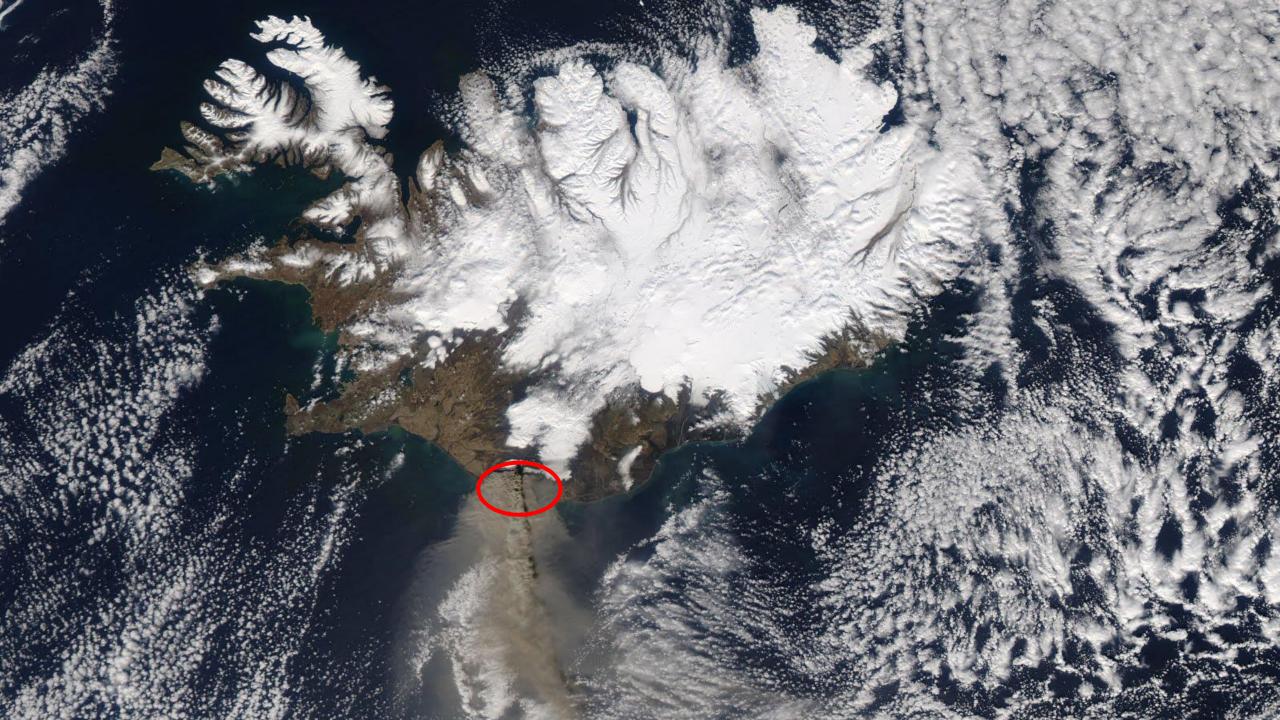




"Naturens skiftningar visar sig."



"För valskådare är Island bland de tio bästa resmålen i världen."





www.inspiredbyiceland.com

Government, City of Reykjavik, Icelandair, Promote Iceland and 80 tourism companies



2010 Objectives

Objectives focused on using "people power" to reverse the story being told in the media of Iceland as a "disaster area" when only a small part of the country was being affected by the ongoing eruption.

Business:

Reverse the decline in tourism numbers

Attitude:

Tackle the rumors head-on and affect people's perceptions

Behavioral:

Inspire people to tell positive stories about Iceland

2010

CRISIS MANAGEMENT

CAMPAIGN: Inspired by Iceland

2011-2012

INCREASE INTEREST IN ICELAND AS A DESTINATION

REDUCE SEASONALITY

CAMPAIGN: Iceland Invites

2013-2015

INCREASE INTEREST IN ICELAND AS A DESTINATION REDUCE SEASONALITY

INCREASE COMMERCE FROM TOURISTS

DECREASE SEASONALITY IN EVERY REGION FOR ICELANDIC TOURISM

CAMPAIGNS:

- 1) ICELAND BY ANOTHER NAME
- 2) ICELAND SECRETS
- 3) ASK GUÐMUNDUR

2016-2017

INCREASE INTEREST IN ICELAND AS A DESTINATION

REDUCE SEASONALITY

INCREASE COMMERCE FROM TOURISTS

DECREASE SEASONALITY
IN EVERY REGION FOR
ICELANDIC TOURISM

RESPONSIBLE TRAVEL BEHAVIOUR

MAINTAIN A POSITIVE VISITOR EXPERIENCE

MAINTAIN POSITIVE ATTITUDE TOWARDS TOURISM IN ICELAND

CAMPAIGNS:

- 1) ICELAND ACADEMY
- 2) ICELAND PLEDGE
- 3) ICELAND A Ö

2018 -

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COOPERATION WITH ALL INDUSTRIES

CAMPAIGNS:

- 1) ICELAND A Ö
- 2) TEAM ICELAND
- 3) ICELAND A-Ö

FOCUS POINTS FOR INSPIRED BY ICELAND







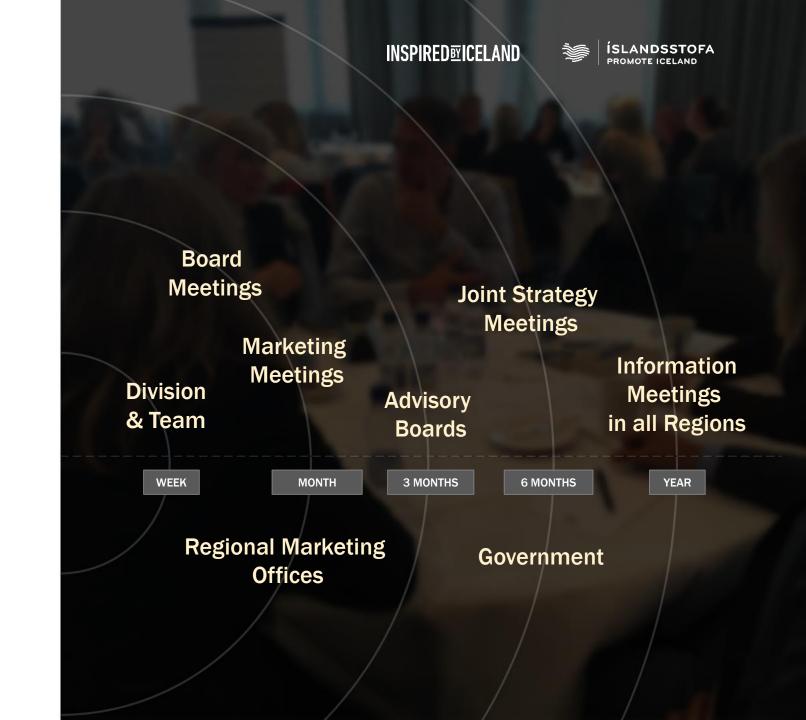
STAKEHOLDERS & STORYTELLERS





INTEGRATED MARKETING APPROACH

WORKING WITH STAKEHOLDERS IN ICELAND TOURISM

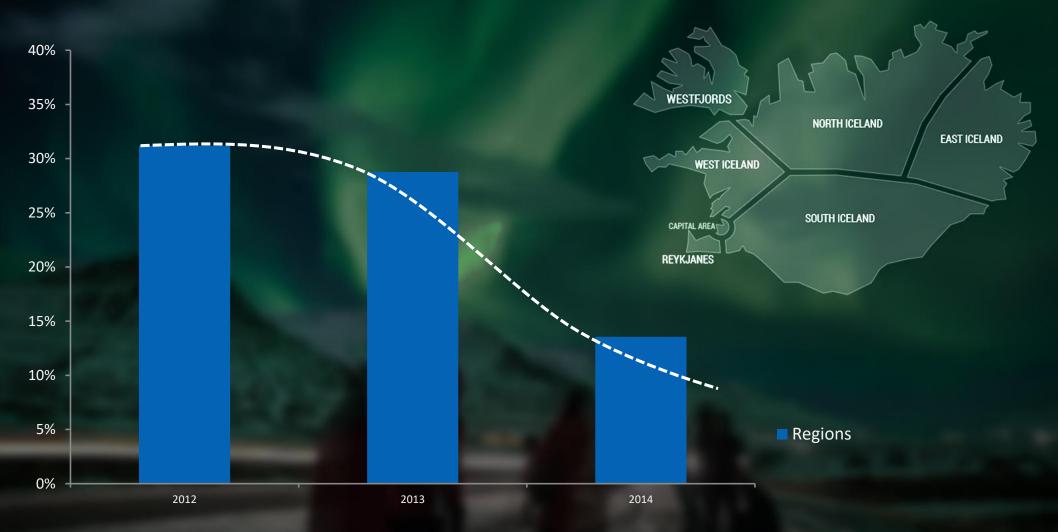


How to inspire visitors to travel further? - Ask Gudmundur



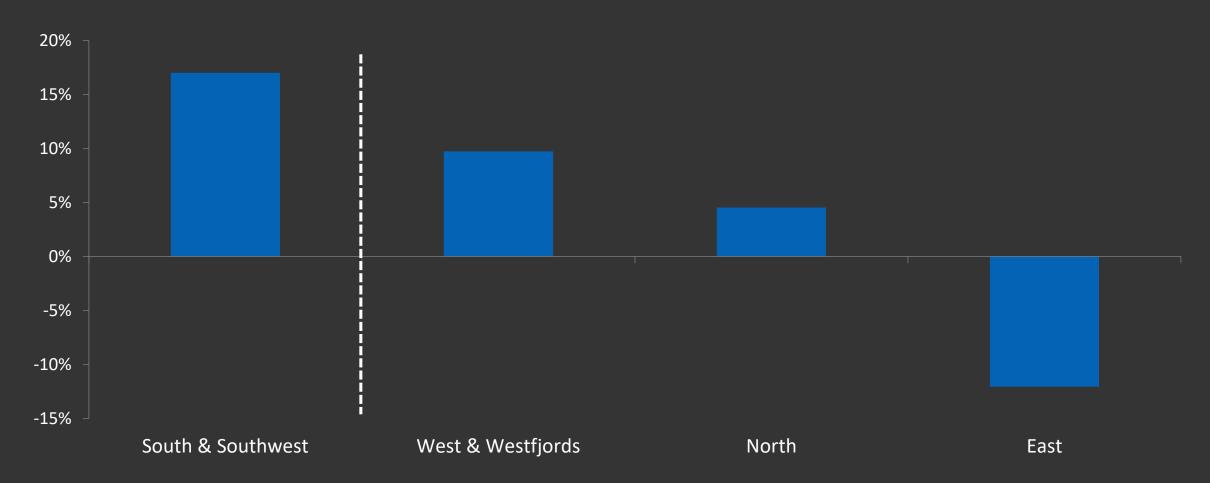


DECLINING GROWTH IN THE REGIONS





CAPITAL GROWTH ECLIPSING THE REGIONS





Iceland



Google Search

I'm Feeling Lucky





#ASKGUDMUNDUR

THE HUMAN SEARCH ENGINE

When you want answers, you usually use a search engine. But why ask a computer when you can ask a human?



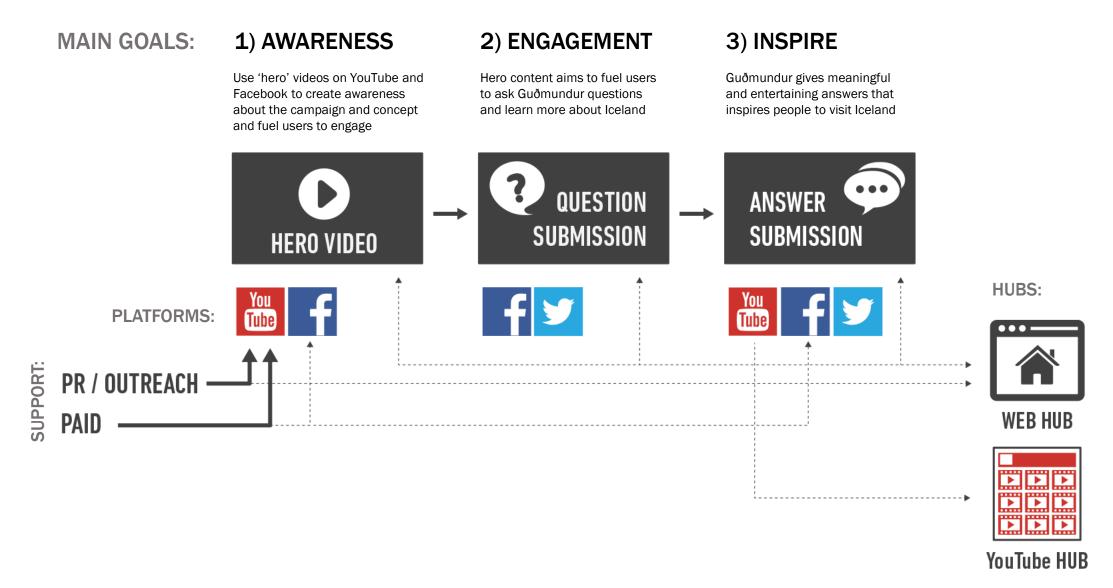








ASK GUÐMUNDUR DIGITAL ECOSYSTEM









52M UNIQUE REACH DELIVERED

679 ARTICLES GENERATED

1.2B ISK VALUE CREATED THROUGH OUTREACH

7M TOTAL VIDEO VIEWS

INSPIRED ICELAND

#ASKGUDMUNDUR



98.4% positive sentiment

Revkianes

Promote Iceland

Gudmundur of the North

moteur de recherche humain

Icelandic Winter

Français invités à se connecter

moteur de recherche

Inspired

Island präsentiert 'Guðmundur

Icelandic

world's first human search

First Human Search Engine

Periscope

Iceland

East

Hangouts

Guðmundurs of Iceland

Reykjavik

Guðmundur

Island präsentiert

upgrades the World

Iceland launches Guðmundur

Inspired By Iceland

Human Search Engine

AskGudmundur Hangout

world's first human search engine

menschlichen Suchmaschine der Welt

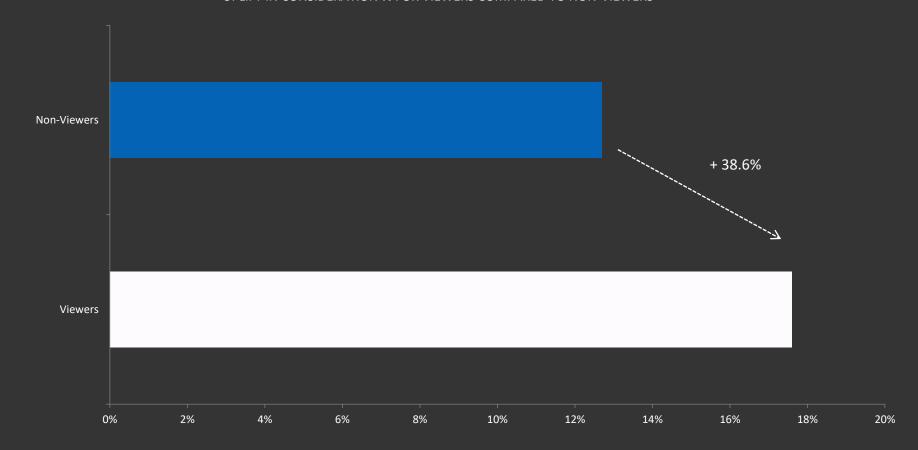
Upgrade der ersten menschlichen Suchmaschine

AskGudmundur Northiceland



Gudmundur drives 38.6% uplift in consideration

UPLIFT IN CONSIDERATION % FOR VIEWERS COMPARED TO NON-VIEWERS







INCREASE OF 164% ON THE SEARCH TERM "ICELAND"

400% AVERAGE INCREASE IN FOCUS MARKETS ON BRAND, PRODUCT AND CREATIVE TERMS.**



Iceland

Google Search

I'm Feeling Lucky







INSPIRED ICELAND

About Inspired by Iceland

- Inspired by Iceland is a partnership between the Icelandic government, Promote Iceland, the city of Reykļavik, the Icelandic Travel Industry Association, Icelandair and other leading Icelandic tourism companies.
- · www.promoteiceland.com
- www.inspiredbyiceland.com
 www.youtube.com/inspiredbyiceland

Goals

- Decrease seasonality and increase awareness of Iceland as a year-round destination
 Stimulate tourists to do more, travel
- further and stay longer

 Connect Icelandic tourism companies
- Connect Icelandic tourism companie with consumers

Approach

- Invited consumers to engage, ask questions and learn more about regions in Iceland
- Used YouTube TrueView to drive awareness and provide inspiration
- Created target lists using Google AdWords
 Gained audience insights using Google
 Brand Lift surveys

Results

- 1.4 million paid video views on YouTube, over 1.5 million views total
- 267 million impressions across PR, social and paid advertising
- Over 860,000 potential future visitors added to remarketing lists

Case Study | Inspired by Iceland

Inspired by Iceland's successful TrueView campaign produces an increase of 164% on the search term "Iceland" among the video's viewers.

To increase awareness of Iceland as a year-round destination and to stimulate tourists to do more, travel further and stay longer, Inspired by Iceland developed a digital campaign called Ask Guðmundur. Billed as "the human, quirky and decidedly Icelandic search engine", Ask Guðmundur enabled consumers to discover more about Iceland's secrets. When curious travellers from all around the world entered their queries, seven Guðmundurs from across the seven regions of Iceland responded by providing expertise and knowledge.

Forging closer connections through YouTube

Inspired by Iceland understood that YouTube was an ideal platform for the campaign because it would enable two-way communication with the audience. The activity included both TrueView ads and supporting banner ads. Director Inga Hlín Pálsdóttir, explains that the team foresaw several benefits to this approach. "First, it is cost effective," she says. "TrueView works on a performance-based cost-per-view model, meaning Inspired by Iceland only pays when the audience chooses to watch the ad, generating quality leads. It offers additional value for advertisers through remarketing lists. We were also able to gain additional insight into the target audience through Brand Lift surveys."

Inspired by Iceland identified a target audience for the activity called "The Enlightened Tourist" made up of people between the ages of 20 and 65 who were interested in independent travel and the cultures, ideas and lifestyles of







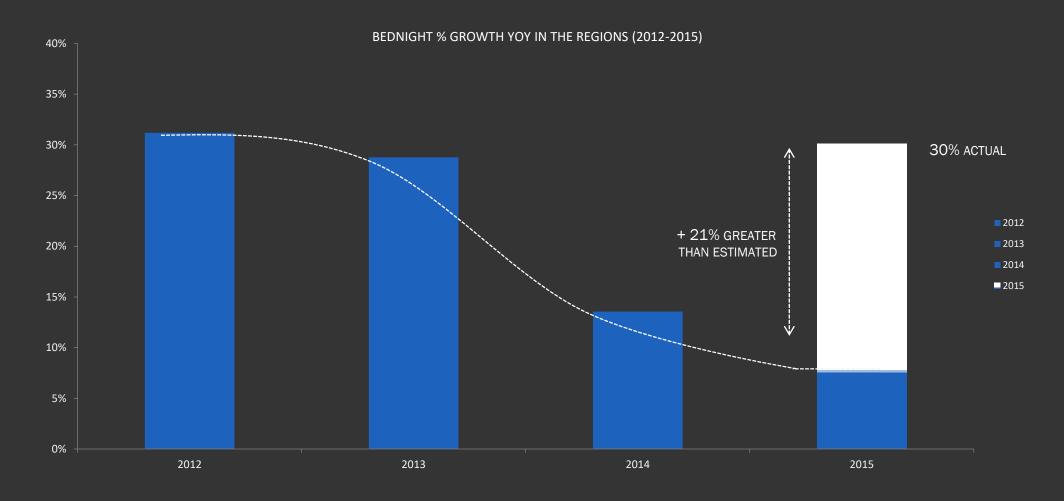
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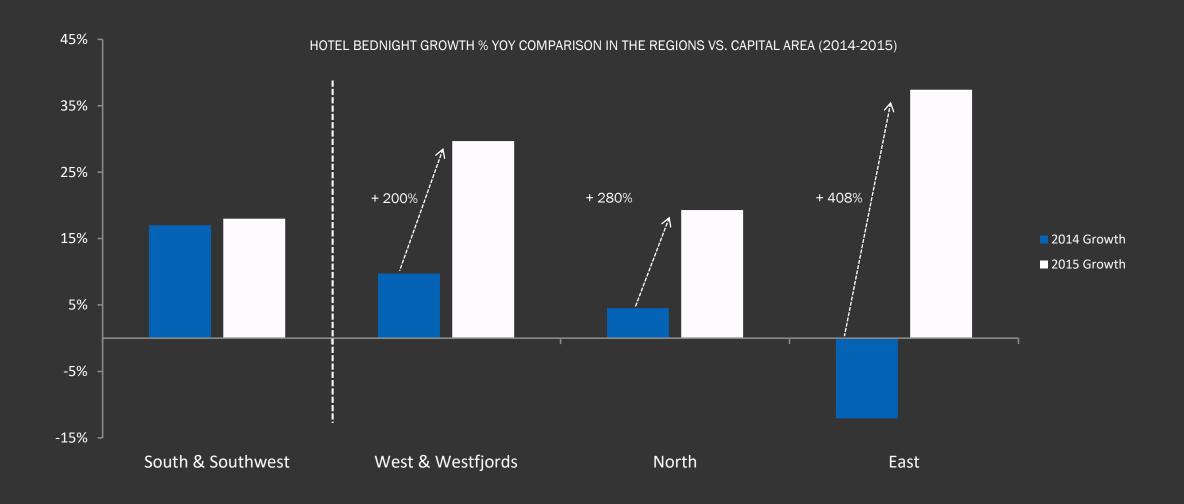


2015: BEDNIGHT GROWTH DOUBLED IN THE REGIONS





2015: ALL REGIONS TOURISM GROWTH INCREASED BY AT LEAST 200%.











ICELANDIC PLEDGE

I PLEDGE TO BE A RESPONSIBLE TOURIST.

WHEN I EXPLORE NEW PLACES,
I WILL LEAVE THEM AS I FOUND THEM.

I WILL TAKE PHOTOS TO DIE FOR, WITHOUT DYING FOR THEM.

I WILL FOLLOW THE ROAD INTO THE UNKNOWN, BUT NEVER VENTURE OFF THE ROAD.

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

WHEN I SLEEP OUT UNDER THE STARS, I'LL STAY WITHIN A CAMPSITE.

AND WHEN NATURE CALLS,
I WON'T ANSWER THE CALL ON NATURE.

I WILL BE PREPARED FOR ALL WEATHERS, ALL POSSIBILITIES AND ALL ADVENTURES.

TAKE THE PLEDGE AT INSPIREDBYICELAND.COM

INSPIRED INSPIRED INSP

2017







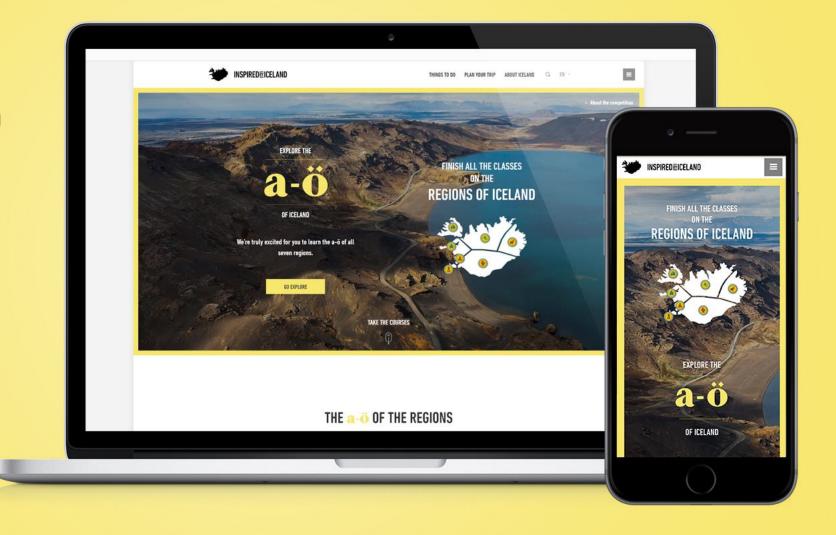


Today, all around Iceland and at the arrival hall at International airports



The A to Ö of Iceland

A-Ö of Iceland, the Icelandic equivalent of an A-Z guide, which uses the 32 letters of the Icelandic alphabet, ending in 'Ö'. The aim of the initiative is to harness the uniqueness of the Icelandic language to highlight the diversity and breadth of Iceland and to encourage visitors to go further and learn more.



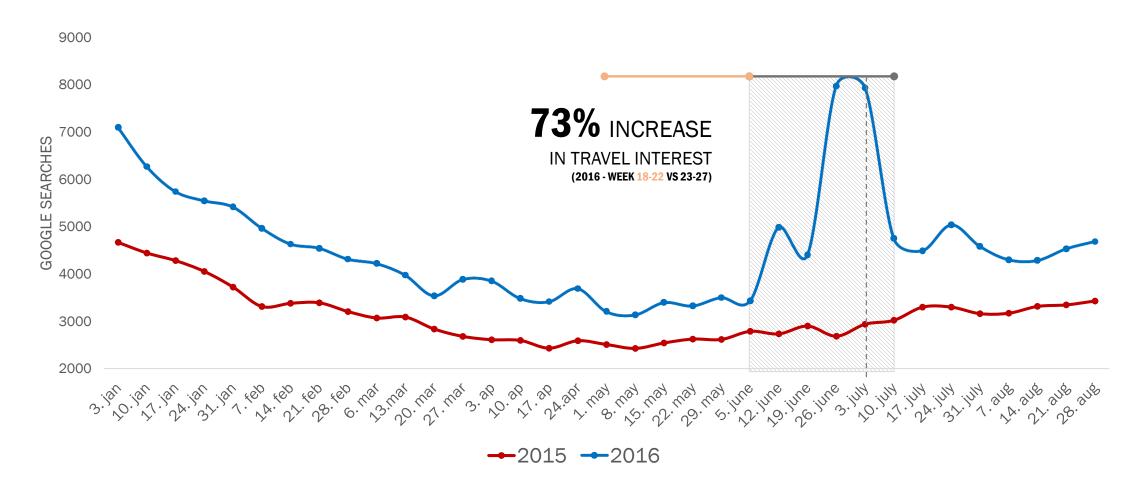
2018

INSPIRED IN ICELAND





Iceland travel related searches on Google





Is this even realistic?

It is.

There's support for Iceland all over.

Some say they'll support Iceland because their own national team didn't make it.

And some say they'll support Iceland because they're the underdog.

We can play into all those sentiments.

[-] -no-signal- 11 points 5 days ago
Shit, I'm English and i'm still supporting Iceland.

- [-] Irish_Collector 2197 points 1 month ago
- ▼ Summer 2018: Oh Boy I cant wait to cheer on my favorite team, US... uh... Netherl.... uh Iceland!!!

· Nice time to be an Iceland fan :D

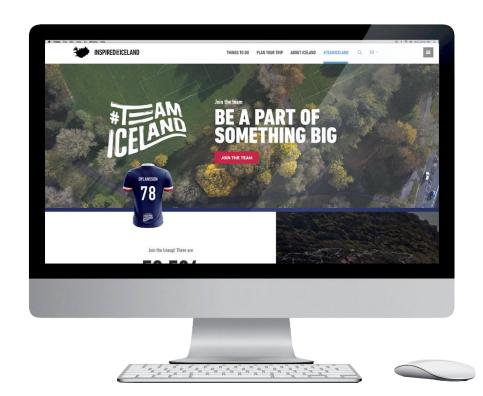
I figure almost everyone is an Iceland fan at this point.

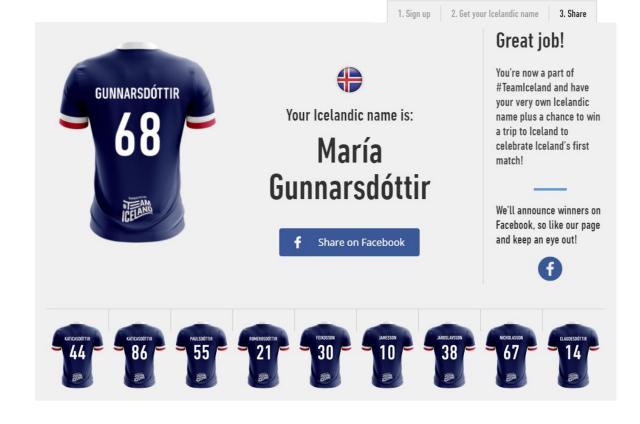
American here. Yes. And as a history teacher I would live to see Poland win in Russia. But seriously, go Iceland

Will be cheering for Iceland now for fun.



TEAM ICELAND FAN CAMP

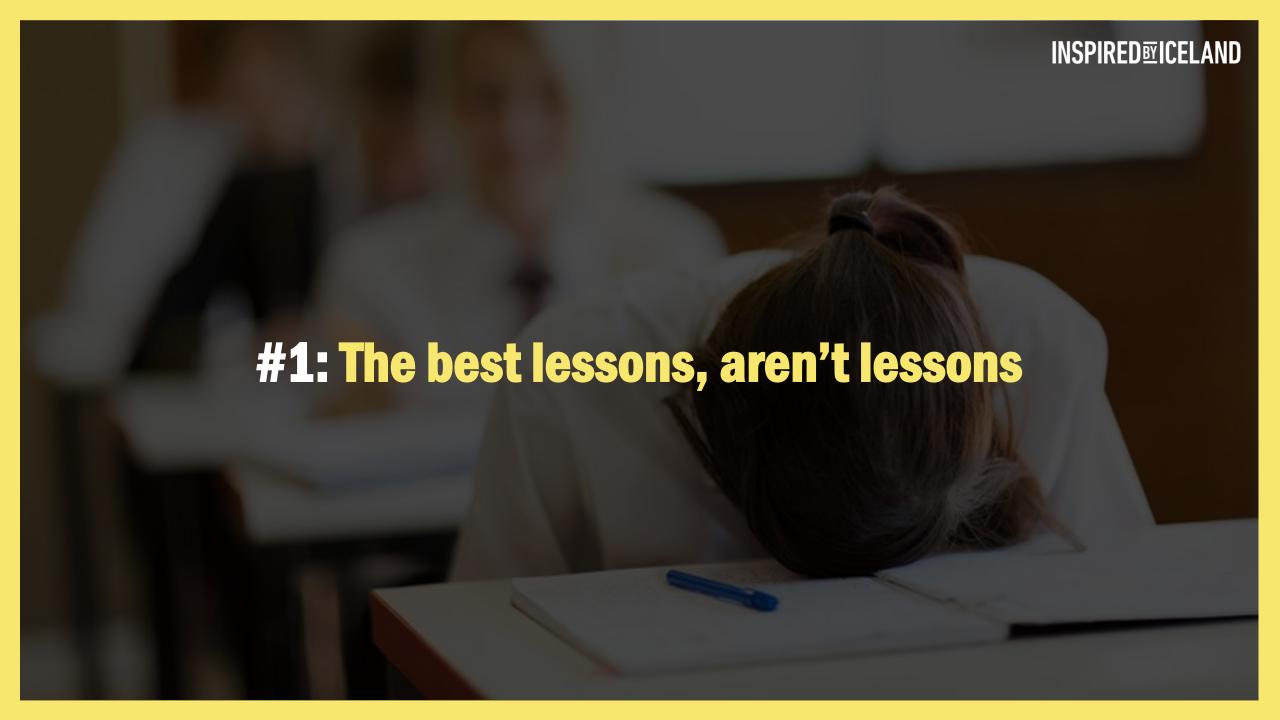






















INSPIREDICELAND



/inspiredbyiceland



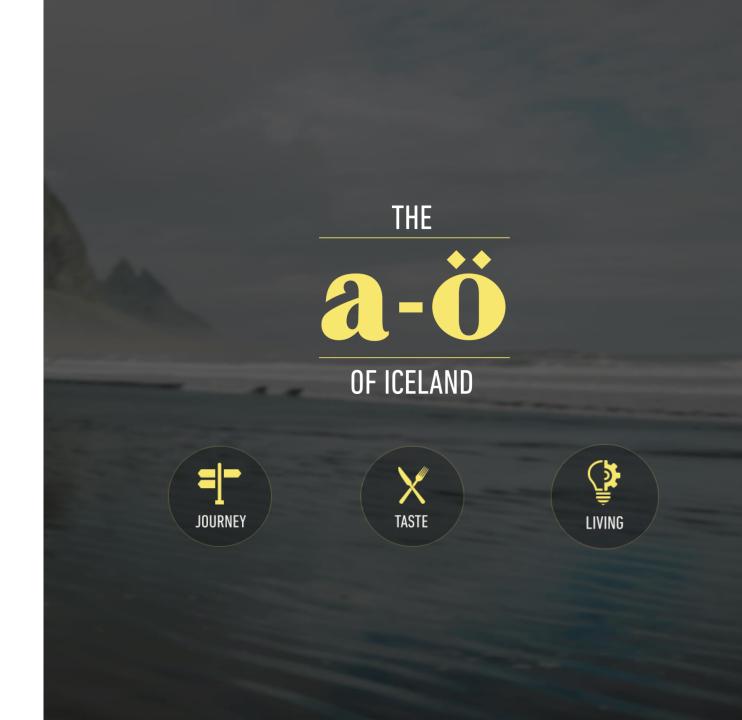
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