



LIECHTENSTEIN: ON THE MAP

Beyond tax haven

Liechtenstein is a tiny alpine state whose low taxes helped it grow rapidly for fifty years. But with increasing concerns about money laundering, its reputation as a tax haven had started to limit its future prospects. The government set out to transform the country. Alongside much tougher banking regulations, it decided to broaden Liechtenstein's reputation and attract a wider range of businesses and tourists.

Real gem

To drive all this, Wolff Olins created a brand idea for Liechtenstein, based on its small size, its prosperity and its attractiveness: 'the real gem'. We emphasised three of the country's great strengths: its focus, its entrepreneurship, and its human scale. And we created imagery to express this thinking – with a house, a star, a heart, a flower and a coin combining to form a princely crown. This freeflowing look is something quite new in country branding.

On the map

Throughout the project, Wolff Olins suggested new ways to grow the brand and the country: the prime minister of Liechtenstein said Wolff Olins 'have understood us, and they have also opened our eyes'. The brand was launched in the summer of 2004 putting Liechtenstein on the map in a way it had never been before. The country has since witnessed an influx of businesses and tourists. Its hotels now welcome 10,000 more guests on an annual basis, a significant increase since 2004. The increase in businesses has aided Liechtenstein in achieving a remarkable 95% employment rate in 2008.

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