

GREEN MOUNTAIN SCENERY INSTEAD OF HIGH-ALPINE GLACIERS

The overarching message: Austria should be instantly recognizable.

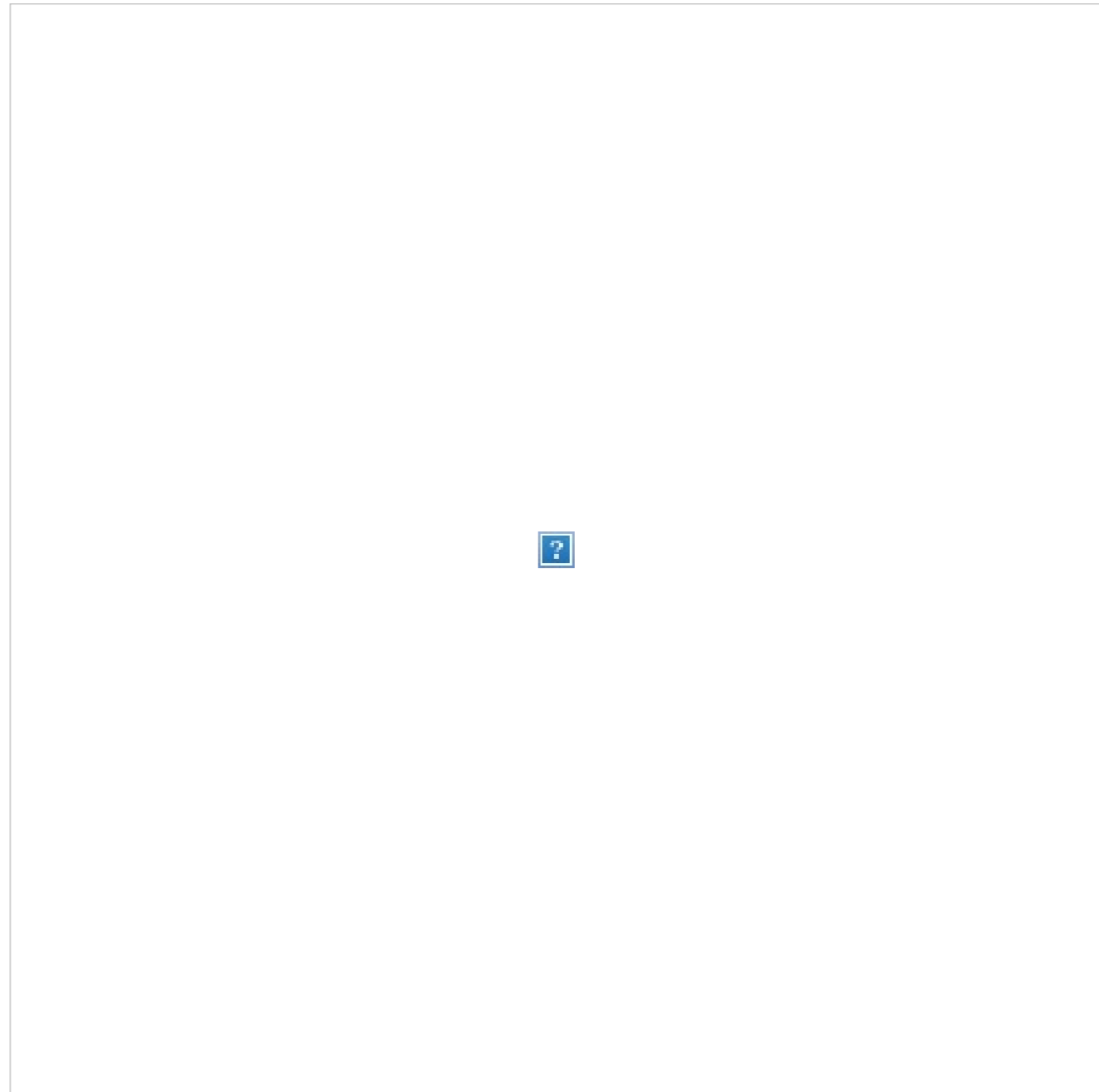
On top of that: show diversity.

Valleys, hills, mountains. Modern art and old masters.

Urban and rural – Austria is multi-faceted.

And: avoid confusion with other countries.

Make sure not to depict any clichés associated with other countries, but choose your images so as to generate immediate identification with Austria.



EVOKE AUSTRIAN TRADITIONS

We depict genuine Austrian traditions, not worn clichés. Any traditional costumes shown should be authentic and typical of the region. In no way should they create the impression of somebody being dressed up.

This is evocative of Switzerland rather than of Austria.

Austrian traditional costumes as recognition factor.

Flocks of sheep are readily associated with Ireland.

