

# Brand Austria: Values That Work

Using a panoramic format, consistent graphic language and selection of motifs, the Austrian National Tourist Office (ANTO) very successfully communicated the themes mountains and lakes, skiing and snowboarding, hiking, wellness and gastronomy. The format was indeed so successful that in recent years it was frequently adopted by other advertisers in a wide variety of businesses, thus detracting from the originality and easy recognition of the ANTO campaign.

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