

How to **Lebensgefühl**

1 Definition

The feeling of living life consciously, of being completely engaged in life and experiencing it in all its fullness.

Lebensgefühl is young, energising and excitingly different. An adventure 365 days a year.



2 Communication with our target group ICMs*

Our target group is made up of people who are looking for that special something.

Not mainstream: individualistic, unconventional, trend-oriented and cosmopolitan. **Our communication reflects our target group:** extraordinary, modern, and full of surprises. And we connect with them authentically and emotionally using Austria's

charm and sense of ease. ICMs love variety, enjoyment and new things. They appreciate change and fresh experiences more than things they are already familiar with. Ingenious wordplay, brief and concise information and regional specialities give them inspiration. **And we deliver exactly that:** inspiring content that surprises, makes a difference and at the same time remains authentic.

*Individualistic Cosmopolitans, as defined by Sinus Meta Milieus



3 Tonality: how the brand sounds and speaks

Charming. We invite our target group to immerse itself in Austria's Lebensgefühl. To discover the charm and warmth of the Austrian people reflected in our authentic communication that is polite, expressive and always positive. It also ensures that visitors feel understood, valued and very welcome.



Courageous. We break with the ordinary and focus on fresh and unconventional perspectives; we represent clear values. Honest communication that is unexpected, polarising and thought-provoking.

Inspiring. We encourage our target group to try out new things and change perspectives. In doing so, to rediscover the country, its people, and even different aspects of themselves.

Emotional. We do not only reach people. We also move them. This we do with our typical Austrian warmth and vitality that leaves a lasting impression and makes you want more.

Authentic. We place emphasis on the authentic, the real thing. We showcase nature, culture, people and places as they really are. And that is exactly how our guests experience them, too. Genuine. Unadulterated.

Vital. We focus on the dynamic energy of authentic connections. Every moment, big or small, is brought to life with an intensity that is captivating and electrifying.

4 Messages

#1 The Austrian people are the special ingredient that make all the difference. They bring about that Lebensgefühl you can only experience in Austria.

#2 Austria = Lebensgefühl: Austria is the established synonym for Lebensgefühl.

#3 A feeling that our target group wants to experience as well.

#4 Lebensgefühl makes Austria stand out from all other holiday destinations: We captivate with a new aesthetic, a modern, authentic and "imperfect" visual language and we don't take ourselves too seriously!

#5 We have a connection to the industry: Our partners connect with the brand's communication exactly where our target group can truly experience Lebensgefühl. The vibe is the connecting element in text and design. It is unmistakable. Unique.

