Herzlich Willkommen!
The beautiful game of two halves
- how the FIFA World Cup™ helped change Germany’s image in Britain

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How British newspapers would sum up the 2006 FIFA World Cup™ in headlines:

“Kaiser gets the nod!”

“Germany hosts Footie Fest”

“The Germans CAN party!”

“Beckenbauer for President”
The German National Tourist Board starts its training

The German National Tourist Board and its worldwide branch offices face the exciting and challenging task of preparing for a world-class event.

Germany may be World Champion in organisation – but would it make friends?

Preparations begin with

• An intensive dialogue with FIFA
• Co-operation with the Organising Committee in Munich
• launch of “A time to make friends” ™ with FIFA
• Marketing Plans to be coordinated with GNTB branch offices throughout the world
GNTB coordinates

- all world wide promotional activities to showcase tourist destination Germany in connection with the FIFA World Cup™
- production of promotional material concentrating on the twelve cities where the FIFA World Cup™ takes place
- integration of the event and the 12 cities with GNTB’s worldwide online presence
- “Friendliness Campaign” to get local service providers on board and on message
GNTO London prepares well in advance

- Early contact with the FA to co-ordinate communications with the England Fan Club pays off
- GNTO prepares a three year marketing- and communication plan which kicks in well before England qualifies (faith was needed)
- The UK Press as well as the travel and tourism industry is kept informed and drip-fed on all developments and planned activities
- The England team qualification secures budget for a major campaign in the UK (Thank you, Sven; you’re not just handy with a dish-washer)
GNTO aims for goals

- Generate additional UK overnights in Germany
- Lift image of Germany as a travel destination
- Promote the country as a friendly and hospitable host to all England Fans travelling to Germany
- Inform and advice potential visitors, the British travel trade and the Press, about the 12 German football cities
- Assist the British press with their research and pre-football study trips
- Prepare and communicate travel offers, city information, transport links and ticket advice on GNTO’s website

Our online competition winner prepares for her Wedding to a German
Targeting the travel trade

• Promoting the FIFA World Cup™ to the travel trade kicks off with three study trips for tour operators to showcase the host cities and their stadiums in 2005

• In Association with Travel Weekly Online Travel Training a website is set up for travel agency staff - accessible between May 2005 and May 2006

• GNTO runs seminars for the trade at the World Travel Market 2005 in London

• A print advertising campaign on Germany as a football nation runs in the trade press between 2004 - 2006
Working with the Football Association (FA) was vital

- Two days after England qualifies in October 2005, a letter - jointly signed by the German Ambassador and GNTO’s UK Director – is sent to 20,000 registered England Fans distributing the GNTO publication “An all round experience – A time to make friends” and welcoming our English friends (mirrored online at FA’s website).

- GNTO hosts its annual Press Lunch at the German Embassy with special guests, Sven-Göran Eriksson and national treasure, Sir Trevor Brooking, in December 2005.

- GNTO staff attends and speaks at the FA’s England Fan Club Meetings between January and April 2006.

- Welcome pack and gift prepared and deposited at hotel of English delegation in Baden-Baden.
Spreading the message leading up to the FIFA World Cup™

• 10,000 GNTB/FIFA World Cup™ pocket guides were distributed at 17 London Underground stations over a four week period

• while between March and May the GNTO launches a major poster and elevator panel campaign on London’s underground system with Sir Geoff Hurst proclaiming:
  ■ “Germany. I had a ball. You will too”

• Air Berlin and The German Embassy support the campaign
Having a ball?

- Market research conducted in 2005 by GfK in London and Manchester (our main source areas of visitors to Germany from the UK) listed Underground advertising as one of the main sources for holiday ideas (after Internet/word of mouth/travel brochures), it made - nevertheless - uncomfortable reading.

- Germans are seen as neat & tidy but also humourless, boring and cold.

- Germany’s image is already formed during school lessons, later on by watching Television but also through the friendly and good-natured rivalry that exists between England and Germany in football.

- Our conclusions:
  - In order to overcome some of these pre-set ideas and provide emotional comfort we needed to find common denominators.
  - Football + welcome + humour.
Sir Geoff to the rescue

- The result of much deliberation is a London Underground campaign with two bursts of 100 poster sites each plus 20 escalator sites – with 6 adjacent panels each - in March and May 2006
- Chosen figure head is England’s ‘66 hero, Sir Geoff Hurst, after 40 years still perceived as the amiable saviour whose opinion would be seen as authentic and believable
- After negotiations with his agent and our agency, Rodgers & Rodgers, Sir Geoff Hurt agrees happily and in good-spirit – he is game for a challenge
- GNTO website offers the chance to win a football signed by Sir Geoff Hurst plus other footie goodies and attracts more than a thousand entries
They thought it was all over….

Our headlines try to inject as much humour as possible

“I might have scored three times in ‘66, but for some things, you just can’t beat the Germans”

- “They thought it was all over … but it was just the start of my love affair with Germany”
- “Germany. So much to see you may need extra time!”
- “Germany. You can’t beat it for a short break”
The Sun sets forth

Our Press and PR work takes on a different slant – as soon as the first poster hits the walls and a day before our official press release is sent out – The Sun calls and Sir Geoff calmly comments: "It’s all a bit of fun."

- "Geoff Wurst" proclaimed next day’s front page in The SUN
- “World Cup Shocker – England legend to promote Germany”
- A fan is outraged that “our hereo has been nicked by our arch enemies.”

The Sun’s website tries to lead public opinion but “the fans” think nothing of it and are happy for “our Geoff” to earn a bit of cash.

A day later the sun publishes “Hurst’s England Elf – what if our heroes went over to the enemy” showing the England squad with new names, such as Steve McMesserschmitt, Merkel Owen and Sven Goering Eriksson …

Many interviews later, the campaign is discussed in the national press (Germany and Britain), shown on television and the English Football Museum in Preston requests the posters for their exhibition.
Press and PR

• GNTO’s press and PR campaign is initiated in 2004, facilitating dozens of travel journalists to visit Germany’s football cities

• Newsletters between 2004 and 2006 keep about 900 press and pr contacts up to speed on tickets allocations and improvements to stadiums, what fans without a ticket could do, where outdoor events and Fan Fests where staged (with giant screens attracting 9 Million visitors in Berlin alone – surpassing the world biggest folk festival, the Oktoberfest)

• Press packs are left at the BBC’s Hotel Lindner in Berlin - the hotel management also displays all of the GNTO’s Sir Geoff panels and posters

• The Embassy invites the German and English players for a reunion visit and Beckenbauer’s Elf and Sir Bobby Charlton’s remaining heroes get on like a house on fire
and the Winners are ….

• GNTB’s forecast for generating additional overnights in Germany during the World Cup were 5 million – the final count was 6.5 million by foreign and domestic visitors

• 43% of foreign guests were first time visitors

• Overnights from the UK climb to an all time high
  - 2005 – 3.9 million
  - 2006 – 4.5 million (June alone had an increase of 61%)
  - 2007 – 4.4 million
  - 2008 – 4.2 million

• According to German government research the economic effects have a three year impact creating 50,000 additional jobs which in turn generate €600 million in additional tax revenue
A time to make friends?

• “The Germans take the “greatest prize” in true festival!” comments The Independent on 10 July 2006

• According to the Anholt Nations Brand Index, even before the FIFA World Cup™ in May 2006 Germany had gained two places and ranks 3rd – after Great Britain and Canada; the Germans – worn out but happy - place themselves in the top spot

• The University of Mainz asks foreign guests to rate their hosts:
  - 95% thought the Germans to be friendly and welcoming
  - 88% would definitely recommend Germany as a holiday destination to their family and friends
Result....!!!

Thank you for your interest and Auf Wiedersehen!