

Paint the world orange

Holland Branding

The winner of the Paint the World Orange contest will receive a production fee to implement the winning concept. This implementation will be part of the Holland Brand Strategy of the Ministry of Economic Affairs.

Nation branding

A positive image is an important tool to realise international goals. A positive, strong and distinct national image is of great added value in the international competition for the attention, reward and trust of potential clients, investors, tourists, migrants, media and other governments.

The essence of nation branding is to built and maintain a competitive national identity. This takes an integrated and consistent approach to effectuate the values that are the basis of the identity of a national brand.

Holland Branding

The Dutch Ministry of Economic Affairs has developed a brand strategy for the economic branding of the Dutch image abroad. The strategy has been confirmed in the Dutch parliament.

The essence of this Holland Brand strategy is one of communicating a consistent and positive image. The goal of this communication is that the target group - in effect the world population - has a positive and characterized image of the Netherlands.

The Netherlands aims to enhance the economic image internationally by the proposition:

Pioneers in International Business

The story line behind the economic brand strategy is that the Netherlands is capable of achieving great results for a relatively small but internationally oriented country with a strong collaborate/cooperative attitude.

The brand strategy names five characteristics of Dutch entrepreneurial skills and the Dutch economy:

- Open
- International
- Entrepreneurial
- Inventive
- Knowledgable/ Creative