

# Luxembourg: Country profile

This profile of Luxembourg has been developed through a participatory process, conducted according to scientific methods and involving both the general public and a wide variety of actors of Luxembourg society. It is an integral part of the Nation Branding approach and aims to define the “brand” of Luxembourg in a clear and comprehensible manner.

## LUXEMBOURG, **A RELIABLE COUNTRY**

Luxembourg is a country that can be counted upon. A stable country with its own identity, a predictable environment, a good place to live in.

Much like its capital is built on rocks – the old town having been declared a UNESCO World Heritage Site – Luxembourg performs its activities on highly solid foundations, starting with its political system of a constitutional monarchy, incidentally the only Grand Duchy in the world, which gives the country great democratic stability. Respect for human rights is self-evident, as is the country's entrenched integration in the supranational organisations of Benelux, the European Union, the Council of Europe, the OECD, NATO and the United Nations.

The country's economy enjoys the same stability. Awarded a triple A rating by all the international rating agencies, Luxembourg consistently ranks among the best in the European Union and the Eurozone, regardless of the economic indicator used.

The country's stability is also reflected in the mentality of its citizens. They nurture their traditions as well as their national language, "Lëtzebuergesch". Luxembourg's inhabitants have their feet firmly planted on the ground and support the country's development with great realism and common sense, by focusing on the quality and sustainability of the solutions implemented. The quality of public infrastructure bears witness to this commitment to excellence.

International studies consistently rate Luxembourg as having one of the best standards of living in the world. The reality of this is multifaceted: security, cleanliness, culture and leisure opportunities, nature, tranquillity... The country is known for providing an ideal family life environment and an exemplary work-life balance. Its health and social security systems are efficient and ensure a decent standard of living for all members of society.

## LUXEMBOURG, **A DYNAMIC COUNTRY**

Throughout its history, Luxembourg has reinvented itself several times, evolving from an agricultural country first of all to an industrial state and later to a strong financial centre. These days, yet another transformation is underway, backed by an economic diversification programme that places particular emphasis on innovative technologies. Luxembourg already currently ranks among the most advanced countries in information and communication technologies and is the world leader in the satellite industry. Luxembourg is on the right track to consolidating its role as a research centre and considerable effort is being invested to support entrepreneurs developing innovative activities from Luxembourg.

The dynamism of Luxembourg's economy is reflected in the labour market. Luxembourg is the driving force of employment for the Greater Region and every year draws numerous migrants and expatriates from all four corners of the globe. As a result, the country's economic actors get to benefit from an enormous concentration of international expertise, allowing many impressive professional careers to skyrocket.

The country's dynamic power is not limited to economic development but also manifests itself in its fast-emerging cultural scene. This dynamism rests on the country's unique and very specific way of taking action. The "Luxembourg way of doing things" is characterised by pragmatism, an ability to adapt and a commitment to constant improvement, while taking advantage of the country's small size, with its close connections, its great proximity to the decision-makers and its unparalleled flexibility.

## LUXEMBOURG, **AN OPEN COUNTRY**

Luxembourg's reliability and dynamism go hand in hand with its spirit of openness. The country is welcoming towards people from different origins and cultures and displays open-mindedness to new and innovative ideas. This openness is a key component of the country's economic development and the Luxembourg model of society.

Founding member of the European Union, birthplace of the Schengen Agreement and seat of numerous European institutions, Luxembourg has always fought for the creation of a united and open Europe, characterised by tolerance, friendship among peoples and cross-border cooperation. More than once, Luxembourg has excelled in its role as mediator in Europe and the world, thus contributing to the emancipation of mankind in a spirit of partnership and peace. Luxembourg's exceptional contribution to development cooperation and humanitarian aid testifies to this same commitment to a united world.

A cosmopolitan crossroads in the heart of Europe, Luxembourg is a true melting pot of nationalities, cultures and languages. It is a place of international encounter, a mirror of an integration lived on a daily basis, on a professional level as well as in recreational activities and family life. Most inhabitants are fluent in several languages, allowing them easily to build contacts with nationals from all over the world.

Thanks to its central geographical location and its continuously evolving logistics platform, Luxembourg has become a hub for all types of goods and services, with numerous global corporations choosing to set up their European headquarters there.

## LUXEMBOURG, **AN ALLY FOR MOVING FORWARD TOGETHER**

Creating cooperation, alliances and communities is a major objective of Luxembourg and one it achieves well.

Luxembourg takes into account the needs of others, displaying empathy, flexibility and understanding. Its helpful character and talent as a mediator and communicator enable it to build bridges, to rally behind good ideas and common solutions, to establish and cement beneficial alliances. Its open-mindedness, pragmatism and power of conviction allow it to establish relationships of trust and lasting friendships.

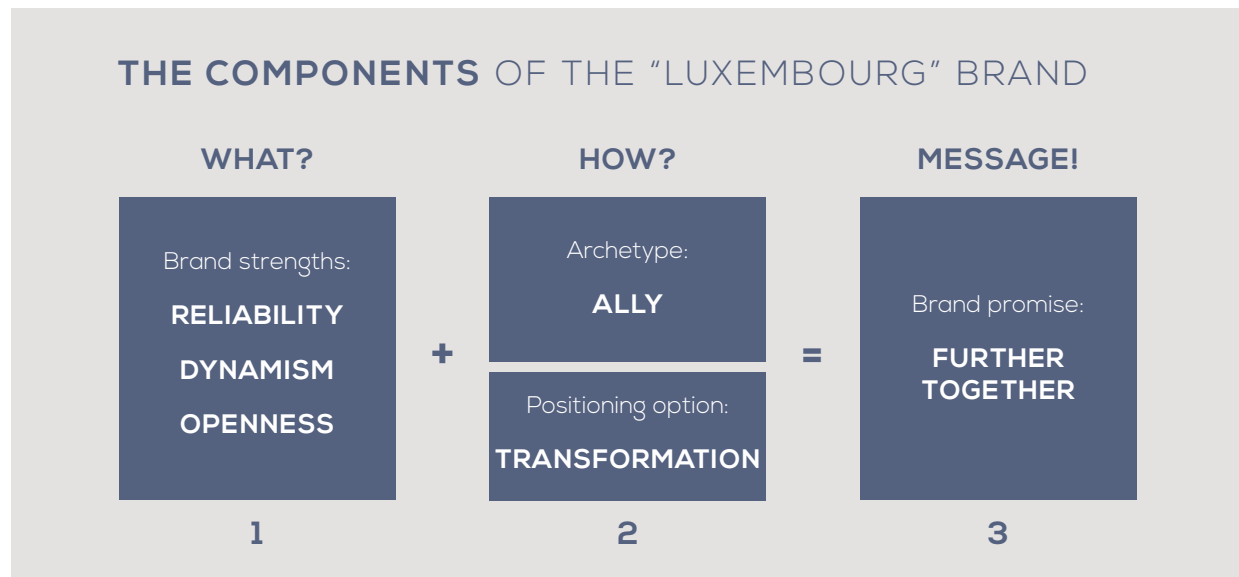
Luxembourg, with its feet firmly on the ground, establishes and builds its partnerships with respect and a scrupulous sense of responsibility. It works with great commitment to the common good and knows how to wield its influence for the benefit of all, while maintaining the humility it holds dear. Luxembourg is a staunch ally to go through thick and thin with, its overriding motivation being that of moving forward together.

Thanks to its dynamism, Luxembourg offers new opportunities for those entering into cooperation with it – in whatever form. A partnership with Luxembourg is a win-win relationship allowing both partners to move forward and taking them further than they could have achieved on their own.

# The "Luxembourg" brand exposed to marketers

## STRUCTURE OF THE BRAND

The “Luxembourg” brand, as developed following the participatory process, is structured as shown in the diagram below.



First of all, we have the core strengths of the brand, namely **reliability**, **dynamism** and **openness**. These three terms encapsulate the country’s most distinguishing characteristics. They can also be considered the constituent values of the brand.

These strengths or values answer the question “What to say?” and must therefore constitute – explicitly or implicitly – the brand’s communication **content**.

Secondly, the archetype of the **ally** has been determined as that best reflecting the personality of the country and therefore the brand. This archetype, with its specific characteristics (see below), is what sets the tone for the brand and the communication thereof. This archetype is intrinsically linked to the values of openness and reliability.

The positioning option chosen is that of **transformation**: the brand is characterised by the projection of the user into a specific role. In other words, the use of the Luxembourg brand, in any way whatsoever, gives rise to a transformation, a positive change. This option therefore determines the type of message that the brand conveys. It is intrinsically linked to the value of dynamism.

The archetype and positioning option answer the question “How to say it?” and must therefore be reflected – explicitly or implicitly – in the brand’s **form** of communication.

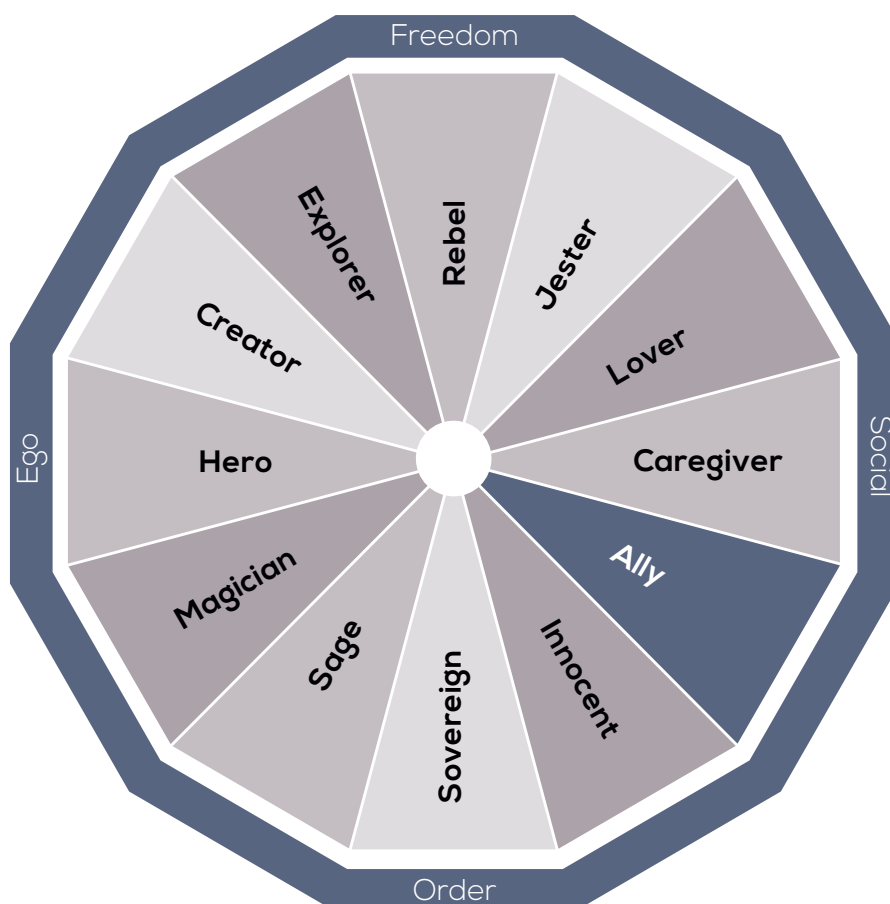
The use of these different elements gives rise to the promise of the brand: **further together**. This phrase is a summary of the message, but must not be deemed a slogan. Thus, those making use of the Luxembourg brand – be they visitors, inhabitants, tourists, entrepreneurs, investors or business, cultural, political and other partners – will enter into a win-win relationship with the country, a relationship that will provide them with new opportunities and allow both partners – them and Luxembourg – to move forward.

## PERSONALITY OF THE BRAND: THE ARCHETYPE OF THE ALLY

It was the Swiss psychologist Carl Gustav Jung who developed the theory of archetypes, i.e. “forms or images of a collective nature which occur practically all over the earth.” Each archetype identifies with a type of human being according to basic human desires and deep emotions, such as the classic hero, the rebel, the innocent, the explorer, etc. Marketers clearly understand this and are increasingly adopting these archetypes to communicate their brands’ DNA. The clever use of an archetype that is firmly embedded in the subconscious can succeed in triggering an impression of recognition of and familiarity with the brand, and in generating a complex perception of the brand’s universe that goes well beyond the elements that have in actual fact been communicated (“Kopfkino”).

Thus, when a brand adopts an archetype and designs the personality of its brand around said archetype, this allows it not just to differentiate itself and be consistent in its actions, but also to develop its values, its identity and its history, and to subconsciously create a deep emotional connection with its audience.

The Jungian theory believes that the 12 archetypes are part of a common universal structure and apply all over the world, albeit with regional adaptations based on specific cultural and historical references.



The archetype of the ally (sometimes also referred as “citizen”), as assigned to the brand of Luxembourg, is based on the core values of helpfulness and friendship. This same archetype is used by popular brands such as Volkswagen, Ikea and LinkedIn. A public persona who embodies this archetype is TED curator Chris Anderson.

The objectives of the ally are:

- to build friendships and relationships of trust;
- to be part of a community;
- to use his talent as a communicator and mediator for the benefit of all;
- to secure and develop his influence through creating alliances;
- to generate common growth thanks to solid partnership relations;
- to commit to the common good.

The strengths enabling the ally to achieve his objectives are the following:

- he bases his actions on the values of respect, helpfulness and friendship;
- he has an open mind and takes into account the needs of others, displaying empathy, understanding and flexibility;
- he has extraordinary talents as a communicator, listener and mediator;
- he exhibits particular ease in creating cooperation, alliances and communities;
- he is realistic, grounded;
- he has a sense of responsibility and works with great commitment;
- he is humble, honest and fair, which further fuels his power of conviction and the confidence bestowed upon him.

Luxembourg naturally embodies the archetype of the ally, given its values of openness and reliability: openness to embark on relationships and alliances, and the reliability to confidently make them grow. By adopting this archetype and by using it in a consistent manner in our communication, we can thus – automatically – convey these values and gradually anchor them in our brand image. Conversely, by communicating on elements of openness and reliability, we support the perception of the ally archetype, thus of the personality of our brand.



## POSITIONING OPTION: **TRANSFORMATION**

The positioning option of a brand determines the type of argument it uses and the manner in which it uses them (cf. diagram 3). One could also say that it determines the perspective from which the brand communicates. Strong brands generally communicate in a manner that is very focused and concentrated on one of these options, knowing that the object bearing the brand could indeed develop arguments within several, or all, of these options.

The positioning option is an important element of differentiation of the brand, which draws its entire strength from a consistent and repeated application in communication. Clearly, arguments belonging to other positioning options can also be used in a more or less in-depth communication; but the brand has every interest in always putting forward an argument of the positioning option chosen, in particular in the first contact with the brand (e.g. advertising visual and catchphrase), so as to achieve the brand's memorisation and optimal identification.

### **ATTRIBUTE**

The brand differentiates itself through very specific product characteristics.

### **ADVANTAGE**

The brand differentiates itself through very specific customer advantages.

### **EXPERIENCE**

The brand differentiates itself through creating its own universe of experience.

### **TRANSFORMATION**

The brand differentiates itself through a unique role in which it involves the user.

### **VALUES**

The brand differentiates itself through universal values and aspects.

The positioning option chosen for the Luxembourg brand is that of transformation, that is to say the brand involves the user and projects him into a new role. The use of the brand thus triggers a transformation, respectively a positive change, at the level of the user himself and/or his situation or his environment.

The transformation is an expression of dynamism, the third value of the Luxembourg brand. By developing the transformation in our communication, we thus very naturally emphasise the dynamic aspect of the brand. Conversely, by communicating the country's dynamism we support the perception of the positive change involving the user and the transformative power of the country.

## VALUES OF THE BRAND:

### **RELIABILITY, DYNAMISM, OPENNESS**

For a description of the brand's three core strengths or values, we refer to the profile outlined in the first part of the present document. Obviously, the argumentation set forth is not exhaustive and new arguments backing these strengths can enhance the brand without diluting it.

Generally speaking, the contents of the brand's communication must be chosen so as to demonstrate, support and reinforce at least one of these values, and this in all areas of activity and by all actors.

The interactions between these strengths and the archetype, respectively the positioning option of the brand, have been outlined above. In summary: the tone and perspective of communication implicitly support the three core strengths while, by contrast, the emphasis of these strengths will steer the perception of the brand in the desired direction and subconsciously create the sought-after emotional connection.

The communication of the brand will draw its strength from the combination of these elements. In an ideal constellation, the communication will reflect the tone of the ally (implicitly conveying the strengths of openness and reliability) and the country's dynamism will be emphasised, generating a potential for transformation for the target.

RELIABILITY

VERLÄSSLICHKEIT

DYNAMISM

DYNAMIK

OPENNESS

OFFENHEIT

## BRAND PROMISE: **FURTHER TOGETHER**

As indicated above, the combination of the different brand elements gives rise to a promise of a win-win situation between Luxembourg and those who use it, in their capacity as inhabitants, visitors, tourists, investors, or business, cultural, political and other partners.

In other words: those who take Luxembourg on as an “ally” will go further, since they will enter into an alliance that brings benefits to both parties. Luxembourg will offer them new opportunities.

Numerous brand aspirations can be attributed to this promise:

- the desire to create cooperation that will take both partners further than they could go on their own;
- the ability to cross borders, in both a geographical (gateway to Europe, place of encounter, logistics platform...) and a figurative sense;
- Luxembourg as a fertile land, allowing individuals, ideas, projects, businesses, etc. to thrive;
- the country's specific networks that give it a “transformative” power;
- the ability to build bridges, symbol for the connection between individuals, cultures, worlds, eras, ideas...
- the country's dynamism and its orientation towards the future, on the solid foundation of what it has accomplished to date.

The promise “further together”, defined according to the subject, the target and the occasion, must – implicitly – constitute the key message of the brand, throughout its entire communication. Obviously, it must be communicated intelligently so as to be credible and to trigger an action in favour of the brand.

A highly useful way of efficiently conveying this message is that of narrative communication (“storytelling”). The country's history includes countless chapters – in all areas of activity – that bear witness to the brand's strengths. These chapters, told so as to nurture the archetype of the ally and the perspective of transformation, are capable of conveying the promise in a highly credible and memorable form, with no need whatsoever to spell it out.

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