



THE MOST ANCIENT MODERN NATION

“ MU ISAMAA,
MU ÕNN JA RÕÕM,

kui kaunis oled sa!
Ei leia mina iial teal see suure, laia ilma peal,
mis mul nii armas oleks ka, kui sa, mu isamaa!

Sa oled mind ju sünnitand
ja üles kasvatand;
sind tänan mina alati
ja jään sull' truuiks surmani,

mul kõige armsam oled sa, mu kallis isamaa!

Su üle Jumal valvaku,
mu armas isamaa!

Ta olgu sinu kaitseja
ja võtku rohkest õnnista,

mis iial ette võtad sa, mu kallis isamaa! ”

Johann Voldemar Jannsen, 1869



“ MY NATIVE LAND,
MY JOY, DELIGHT,

How fair thou art and bright!
And nowhere in the world all round Can ever such a place be found,
So well beloved as I love thee, My native country dear!

My little cradle stood on thy soil,
Whose blessings ease my toil.
With my last breath my thanks to thee,
For true to death I'll ever be,

O worthy, most beloved and fine, Thou, dearest country mine!

May God in Heaven thee defend,
My best, my dearest land!

May He be guard, may He be shield,
For ever may He bless and wield,

O graciously all deeds of thine, Thou dearest country mine! ”

Johann Voldemar Jannsen, 1869



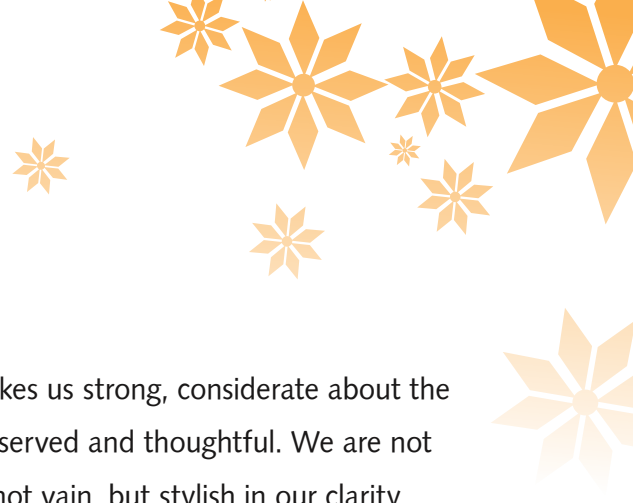
The holiest song of Estonia is a small nation's declaration of love to its special country using its own language. When our heroes bring home gold medals or we have a reason to celebrate our independence, the whole nation sings that song in its thoughts. Even if we don't know all the words by heart, we experience the same feeling – love for our small country.



A warm feeling deriving from the crisp Nordic nature and traditions dating back thousands of years fills hearts when simply travelling in Estonia. This is a country full of contrasts and surprises every step you take - not only for foreigners, but also for us. The more we perceive it, the stronger the feeling becomes and the deeper our roots grow.



IN OUR HEARTS
WE ARE
PROUD



Our home is located in the North. This makes us strong, considerate about the surroundings and other people, but also reserved and thoughtful. We are not boasters, but we know our value. We are not vain, but stylish in our clarity. We are definitely not too quick, but thorough instead. We have our two feet on the ground...

The blood in our veins is ancient and honest. We have no orgulous stories about grandiose expeditions and kings, but we have one of the world's oldest stories about conquering the seas, cultivating and preserving the soil. We know the price of our independence and strength of our roots.

We are a small, but proud country that integrates old and new, permanent and quick, cold and warm. Estonia has an ancient Nordic heart and a warm and forever young spirit.

LOVE FOR YOUR COUNTRY
IS A MATTER OF HEART

I LOVE ESTONIA

This message stands for all the things we carry in our hearts thinking about our home land and all the reasons why we are proud of our country. This message comes from us and to us, to strengthen the emotional connection between Estonians through our country.

This sentence in form of a sign gives a complete answer to why we have stayed in this country for thousands of years. And it does not need to be proven. This gives a nation more than enough reason to tolerate austere Nordic climate and see it as something hardening rather than punishing.

Love is a strong power that lives in our hearts and connects our ancestors with the following generations.

EVERY MEDAL

“Introduce Estonia” program together with the “Welcome to Estonia” sign is a marketing system clearly directed outwards. It helps us talk about Estonia through unique cornerstones having a positively surprising effect.

It is undoubtedly clear that our faith, hope and love for this country are based on a significantly more fundamental emotional level than a mere surprise. We are connected to our country through heart – the country and us, we are one.

“I Love Estonia” is the other side of the “Welcome to Estonia” medal. While the “Welcome to Estonia” is an invitation directed to foreign countries, the “I Love Estonia” shows our affiliation and dedication to our home. Having a similar design it wars as a full stop or conclusive quality sign in messages directed to local people. In addition it proves in a way that the invitation on the other side of the medal is reliable.

HAS TWO SIDES

Read more about the “Introduce Estonia” marketing concept in the brand manual “One Country. One System. Many Stories.” at tutvustaeestit.eas.ee.

DECLARATION OF LOVE

"I Love Estonia" branding includes a sign and a graphic background system.

Being directed inwards it determines the possible applications of the system:

1. Applications coordinated centrally, mostly taken care by the government.
2. Applications not coordinated centrally, where the brand lives its own life in the hands of entrepreneurial people of Estonia, in our own hands.

CENTRALLY COORDINATED BRAND APPLICATIONS

Estonia in its magnificent variety and diversity of cultural levels makes it possible to use the "I Love Estonia" sign as a central part of domestic tourism branding, which is coordinated on a national level.

Domestic tourism as a prioritised sector also has a very clear position in the value matrix of Estonia's marketing concept. I.e. marketing of the domestic tourism as a sector has completely been put under the general concept of "Positively surprising", both in its context as well as design. The only difference lies in the use of logo. Read more about it in the "Introduce Estonia" toolbox – tutvustaeestit.eas.ee.

GENERATION OF STORIES FOR DOMESTIC TOURISM

ACCORDING TO THE "INTRODUCE ESTONIA" MARKETING CONCEPT

Estonians are proud of their country and know exactly where the shoe pinches. At the same time it is surprising, how little we really know about our small country, how little we travel in our own country, and how little we communicate with our fellow citizens. This makes local people a considerable target audience in tourism. The more we know our country the more we can tell about it to the wide world.

WHAT CAN WE TALK TO OURSELVES?

Axis 1

Origin means history, traditions, mores, folklore and other exiting things that most Estonians don't remember much about or never heard about. Hundreds of tourism farms, thousands of sights and hundreds of hiking trails help us learn and understand it all through immediate experiences.

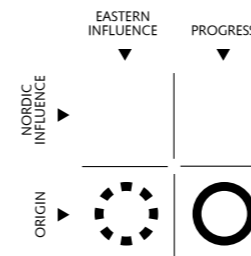
Extension

Thanks to the **Eastern influence** we feel ourselves well travelling in Estonia. People are hospitable and helpful – no matter the nationality. You can find something exotic everywhere, something we know very little about and that usually surprises us once experienced in reality. Estonia has a lot to be explored – both in cities and in countryside.

Axis 2

Progress is a natural environment surrounding us every day. We talk about it only when it is lost for a moment – the mobile network is not working, or we cannot access Internet in five minutes, or a tourism farm doesn't have a website functional enough. Progress is not so much an argument for locals than it is a way of dealing with things (a so called channel).

POSITIONING IN THE VALUE MATRIX



PRIMARY CONTRAST

VALUES OF ORIGIN:

History, language, indigenous culture, naturalness, heroism, romance, traditions, heritage, civilisation

SYMBOLS OF ORIGIN:

People and culture, folklore, folk music, handicraft, national epic, indigenous religion, religion in general, history of Estonia and Livonia and historic persons, Estonian language, structure of settlements, Old Town, agriculture, marine culture, forestry, hunting, army, constitution, tourism farms

VALUES OF PROGRESS:

First, quick, infrastructure, business environment, adaptability, resourcefulness, modernity, wit

SYMBOLS OF PROGRESS:

Science, business environment, technological appliances, telecommunication, Internet, online and mobile solutions, adding surplus value, quick implementation, innovation, smart industry, openness to everything new, infrastructure

OPTION FOR EXTENSION

VALUES OF EASTERN INFLUENCE:

Accessibility, affluence of impressions, exotic, surprising, hospitable, multicultural, attracting

SYMBOLS OF EASTERN INFLUENCE:

Trade, service, entertainment, education, spas, Russian heritage, city tourism, connection to the world

A photograph of children on bicycles at a race. The children are wearing helmets and colorful jerseys. One child in the foreground is wearing a yellow jersey with a logo. The background shows other children and spectators. The image is overlaid with a blue and green gradient and decorative snowflake patterns.

BRAND APPLICATIONS NOT CENTRALLY COORDINATED

This part does not have a clearly defined topic deriving from the marketing concept as the goal here is to work as a unifying message for all activities that can in all severity be called Estonian. Be it food industry, information technology, energetics, tourism farms, massive bee organised by volunteers, or construction and forest industries – in this context “I Love Estonia” rather has a symbolic meaning that starts creating emotional surplus value once the element is used extensively.

The most important thing is for the activities gathered under the “I Love Estonia” sign to be directed to Estonians, and for the parts or values created to be of Estonian origin.

USING THE “I LOVE ESTONIA” SIGN IS A MATTER OF HEART

All natural or legal persons active in Estonia, who have mostly directed their activity to Estonians, have a right to use the “I Love Estonia” sign as part of their local communication.

The circle of potential users is very wide – from Song Festivals to tourism farms, from Viljandi Folk Music Festival to hunting societies, from Eesti Energia to local milk producers. Everyone has the right to declare dedication to their country and nation, using the “I Love Estonia” sign.

“I Love Estonia” is an emotional surplus value that unites users of the sign into a single domestic entirety. This also gives other Estonians a signal that these activities derive from us and are directed to us. This is a competitive edge, and acting in the name of an even more unified and strong intellectual environment.

In case of free use of branding there are no limitations whatsoever to the content of the user's communication. If the user feels he/she is doing the right Estonian thing, he/she is entitled to use the "I Love Estonia" sign on commercials, presentations, corporate materials, printed materials or products. Corresponding technical instructions on how to use the sign and its frame of reference can be found in the "Introduce Estonia" toolbox (partner branding in domestic communication) – tutvustaeestit.eas.ee.

