



Rovaniemi
THE OFFICIAL HOMETOWN
OF SANTA CLAUS®

ROVANIEMI CHRISTMAS BRAND

www.visitrovaniemi.fi





ROVANIEMI CHRISTMAS BRAND

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**Rovaniemi is a place where stories come to
life and new stories are born every day.**

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AN INTRODUCTION TO THE CHRISTMAS BRAND

By creating a strong local image – a brand – Rovaniemi aims to increase its attractiveness as a place to live, generate more income and employment from tourism, promote the success of local export companies and increase investment in the region.

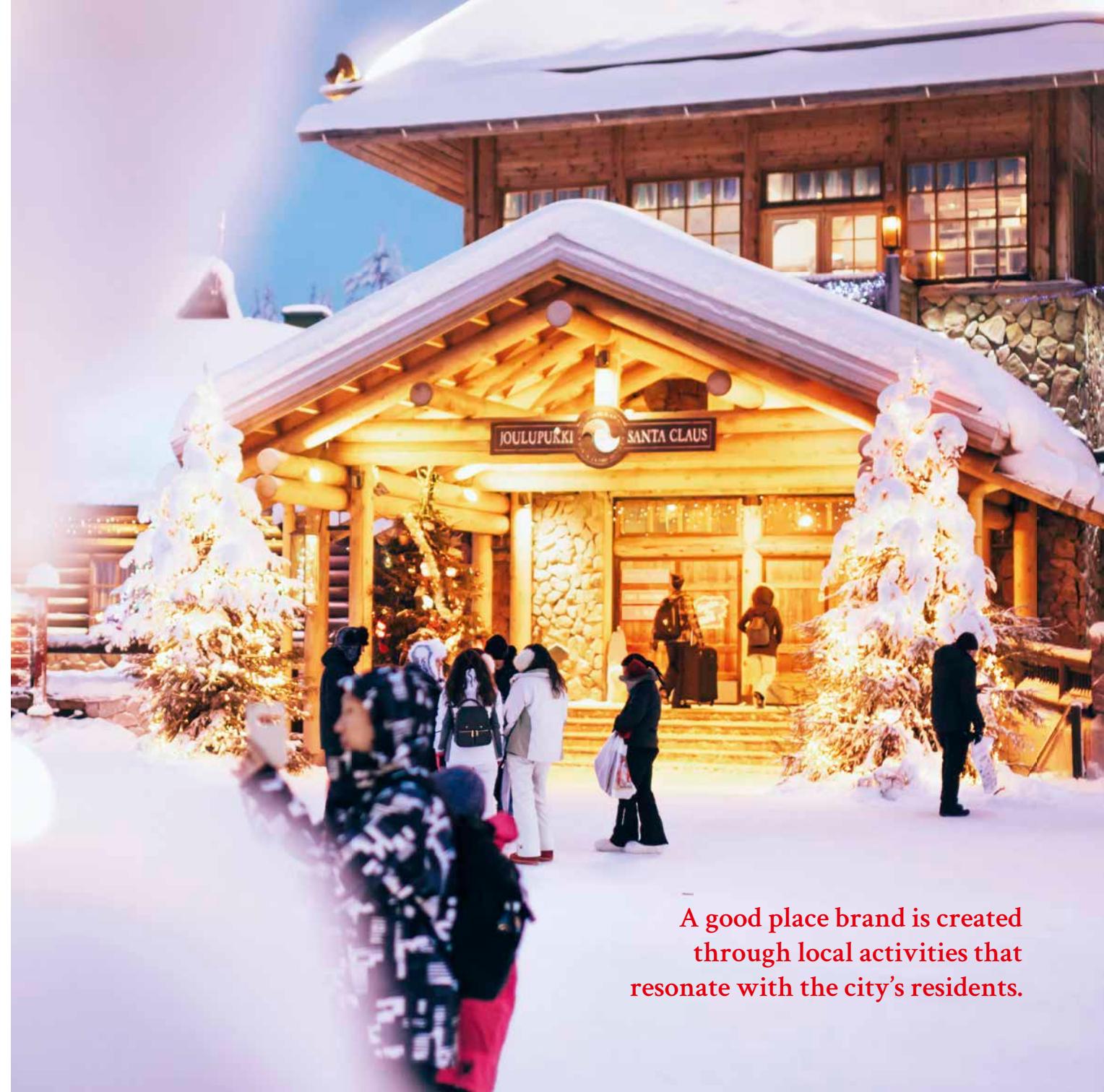
IN THE SUMMER OF 2010, Rovaniemi – the Official Hometown of Santa Claus – honed its brand values and brand promise through an open joint effort.

The region's brand is not seen but experienced. In the hometown of Santa Claus, this doesn't mean wearing a Santa hat all year round. Instead, it means that the brand values guide our activities every day of the year. A good place brand is based on local activities that resonate with the city's residents, as well as activities and campaigns aimed at attracting large-scale international attention. These efforts

are a continuation of Rovaniemi's brand work that began in 2008.

This is just the beginning. Every company, community and individual can contribute to implementing the Rovaniemi Christmas brand and its values as they best see fit – including on a grander, more impressive and more imaginative scale, if they wish. Only the sky is the limit.

The brand Rovaniemi – **The Official Hometown of Santa Claus®** is a trademark that was registered in 2010. The trademark registration is valid in China, Japan, South Korea, Russia, the United States, Norway and the EU.



A good place brand is created through local activities that resonate with the city's residents.



SANTA CLAUS

- A Living Story

- **A story that comes to life** is what distinguishes us from other cities and makes us attractive to others. It sums up what we as a group believe in and want to offer to the world. It forms the foundation of an appealing image of Rovaniemi.
- **Rovaniemi is a place** where stories come to life and new stories are born every day. Rovaniemi is the hometown of Santa Claus, a city where the globally known benevolent figure, akin to a head of state, has chosen to live all year round. Local residents are affable, the city's history and day-to-day life are full of curious details, and you can truly meet Santa Claus himself. Rovaniemi has a natural, playful, creative and Lappish feel.
- **After visiting Rovaniemi** you will never feel the same again.
- **Four core values** effectively describe what we mean by stories that come to life. These values are Authenticity, Giving & Caring, Surprising & Creative and Constant Presence.
- **By using these values as a guideline** in the planning and execution of everyday activities, as well as major high-profile events and communications, we help Rovaniemi achieve the reputation it deserves.

VALUES

THE CORE VALUES, along with the living story of Santa Claus, represent Rovaniemi's unique characteristics, values and way of doing things that sets us apart from others. They are used as an internal guideline, for example, when deciding what types of projects to undertake and what kind of communications to implement. The core values should be viewed as an entity that describes our position as a City of Living Stories.

BRAND PROMISE AND CORE VALUES:

- » Santa Claus – A Living Story
- » Giving & Caring
- » Authenticity
- » Constant Presence
- » Surprising & Creative

Together with the brand promise, the core values reflect Rovaniemi's unique characteristics, values and way of doing things.





Authenticity also means having a strong connection with your own roots while being open to the future.

AUTHENTICITY

AUTHENTICITY MEANS BEING NATURAL, unaffected and original. It also means being reliable, honest and unreserved. In Rovaniemi, authenticity is interwoven with the mystic, fairytale quality of childhood dreams. Authenticity means being forthright, clear and sincere. It means standing by your values – no matter what. Authenticity also means having a strong connection with your own roots and history while being open to the future.

EXAMPLES OF ROVANIEMI'S AUTHENTICITY:

- **Santa Claus** welcomes visitors every day of the year
- **Unspoilt Arctic nature**, the Arctic Circle, the Northern Lights and the Midnight Sun
- **A real, bustling and growing city** at the intersection of two large rivers and a commercial centre rich in Lappish tradition
- **Residents** of Rovaniemi.



A real, bustling and growing city at the intersection of two large rivers and a commercial centre rich in Lappish tradition.





GIVING & CARING

CARING MEANS looking after everyone. The big and small, the young and old, acquaintances and guests. Caring means safety, respect and consideration for everyone. It also means empathy and sharing, including having empathy for and sharing with the underprivileged and the most vulnerable. It means fairness. Active participation and making an effort to take care of every individual.

EXAMPLES OF ROVANIEMI'S CARING:

- **Visiting Santa Claus** is free of charge all year round
- **Lappish hospitality**, acceptance and caring
- **Accessible outdoor exercise routes**
- **Annual donation to UNICEF** from the City of Rovaniemi and tourism companies in connection with the Grand Opening of the Christmas Season
- **Tourism safety and security measures.**

SURPRISING AND CREATIVE

CREATIVE MEANS new ways of thinking. The ability to surprise. Seeing things from a new perspective. It means being able to identify opportunities and solutions and having faith in a better future. Not allowing yourself to be limited by old ways of thinking or doing things.

Being surprising is about contrasts: the city coexisting with unspoilt nature. The wilderness combined with high technology and infrastructure. Near and far at the same time. The warm mystique and magical feeling of Christmas and Lapland combined with the modern city.

EXAMPLES OF ROVANIEMI'S CREATIVITY:

- **Alvar Aalto's "Reindeer Antler Plan"**, a city plan for post-war Rovaniemi
- **The University of Lapland:** Faculty of Art and Design and the Arctic Centre
- **Rovaniemi - Arctic Design Capital**
- **Safaris on electric snowmobiles**
- **Unique accommodation options.**



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CONSTANT PRESENCE

IN ROVANIEMI, CHRISTMAS IS A STATE OF MIND that is ever present and everywhere. The warm-spirited, caring and responsible yet playful mood can be felt all year round. It is specifically visible in activities, in the way of doing things in Rovaniemi. It is visible in products manufactured in Rovaniemi. It is visible in the junior football tournaments. It is visible in surprising things that are a culmination of creativity and creative expertise in Rovaniemi. Even if you didn't see Santa Claus himself, his hometown feels like his home.

EXAMPLES IN ROVANIEMI:

- **The Santa Claus Village is open** every day of the year
- **Santa Claus Cup** junior football tournament in July
- **Santa Claus participates** in events and acts as a patron for many events
- **All Rovaniemi residents**

The warm-spirited, caring and responsible yet playful mood can be felt all year round.

PRINCIPLES OF COLLABORATION

WHAT WE REQUIRE FROM OUR COLLABORATION PARTNERS:

- ✔ **Believing in Santa Claus**
- ✔ **Acting responsibly** towards their own customers, collaboration partners, the community, environment and society
- ✔ **A positive image for activities and products**
- ✔ **A willingness to collaborate** with other participants in the Christmas brand network
- ✔ **Consistent quality monitoring and development** within their own organisation
- ✔ **Commitment to compliance with the Christmas brand's graphic guidelines** and the image bank's terms of use

WE WILL NOT COLLABORATE WITH BUSINESSES THAT:

- ✘ **Do not believe in Santa Claus** or engage in business that is otherwise unethical from the Christmas brand's perspective
- ✘ **Receive customer complaints or negative publicity** to an extent that is harmful to the Christmas brand
- ✘ **Sell alcohol, cigarettes, toy weapons or adult entertainment** as their main source of revenue
- ✘ **Do not comply with laws, regulations or good practices.**



FURTHER INFORMATION

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Rovaniemi's Christmas brand was developed in 2010 in cooperation with the City of Rovaniemi, Visit Rovaniemi and its partner companies, as well as the Lapland Centre of Expertise for the Experience Industry and the Regional Council of Lapland.

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