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PRESS RELEASE

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Riga: Discover the true "Capital of the North"

Embassy wins re-branding project for Latvian capital

Berlin/Riga. Following an international tender, Riga chooses Embassy, design, branding and communications experts from Berlin, to re-brand the Latvian capital.

Riga is the dominant urban center of the Baltic states, leading in education, science and arts. As a gateway to Eastern and Western economies, Riga has become an important hub for the entire region. Its geography and close proximity to Scandinavia make Riga a true "Capital of the North".

Embassy was chosen because of their integrative approach to the re-branding project and due to their previous experience in successfully re-branding the German capital, Berlin, in 2008. "Be Berlin" has become the city's major platform to communicate its assets within the city as well as internationally. Key to the campaign's lasting success is the active participation of Berliners in the campaign.





Riga re-branding project is led by the City Council in cooperation with airBaltic. The regions major airline is based in Riga and provides easy access to the city and to more than 50 destinations in Europe and Asia.

"Over the past few years, airBaltic has done a lot to make Riga better accessible for travellers. However, transport links alone cannot develop tourism industry, " says airBaltic president and CEO Bertolt Flick. "In this case, our airline decided to initiate changes and organized an international tender to find the most progressive and innovative professionals in the sector of city marketing. In collaboration with these professionals we believe it is possible to use positive aspects of general economic downturn and to re-brand Riga both as a partner for growth and a lovely place for tourists. "

Embassy Managing Partner Andreas Mack claims that Riga is an exceptional place in Europe with potential that reaches far beyond a tourist destination. "Embassy believe in the cultural strength of the uniquely Latvian identity as well as in the need to transcend ethnic borders. Riga is a great place to live – not just to visit," explains Mack.

Embassy will assume the role of lead-agency throughout this project and will involve local agency partners on all operational levels. With their international branding projects and the successful track record from Berlin, Embassy bring valuable experience and know-how to re-branding Riga.



Riga City Council consists of 60 councillors that are elected in equal, direct and proportional elections for a 4-year term. Current council was elected in June 6, 2009. Chairman of the Riga City Council is Nils Usakovs. Ainars Slesers holds office of Riga Vice-Mayor. The aim of the city administration is to turn Riga into an active and competitive educational and cultural centre that is healthy and safe. We want the City of Riga to continue to serve as the driving force of Latvia's economy, and we want the city to be easily accessible to everyone – by land, rail, sea or air and tourist friendly.
www.riga.lv

Air Baltic Corporation (airBaltic) is a joint stock company that was established in 1995. The primary shareholders are the Latvian state, with 52.6 % of stock, and SIA Baltijas aviācijas sistēmas, with 47.2 % of stock. The airBaltic fleet consists of 31 aircraft – ten Boeing 737-500, eight Boeing 737-300, two Boeing 757-200, and eleven Fokker 50 airplanes. airBaltic offers nonstop flights from three Baltic capital cities – Riga, Vilnius, and Tallinn.
www.airbaltic.com

Embassy is an expert team for design, branding and communications in Berlin. Embassy, founded in 2002, believe in strong and unique brand concepts that allow people to participate and to contribute to the branding program itself. For German and international clients, such as the City of Berlin, Berlin Airports, Deutsche Bank, Deutsche Telekom, Mondial Assistance, Motel One, Software AG, Telekom Austria or Renault Cars, Embassy develop comprehensive branding and design programs as well as specific initiatives to support their brands.

