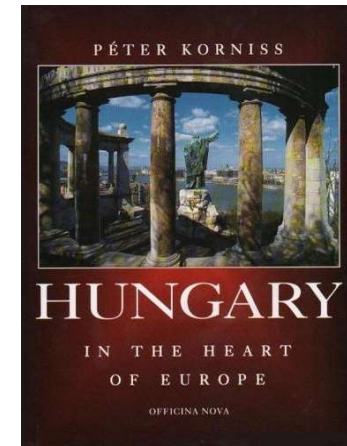


Magyarország kampányok és szlogenek

Készítette: Papp-Váry Árpád, 2018

Általános országmárka kampányok külföldön

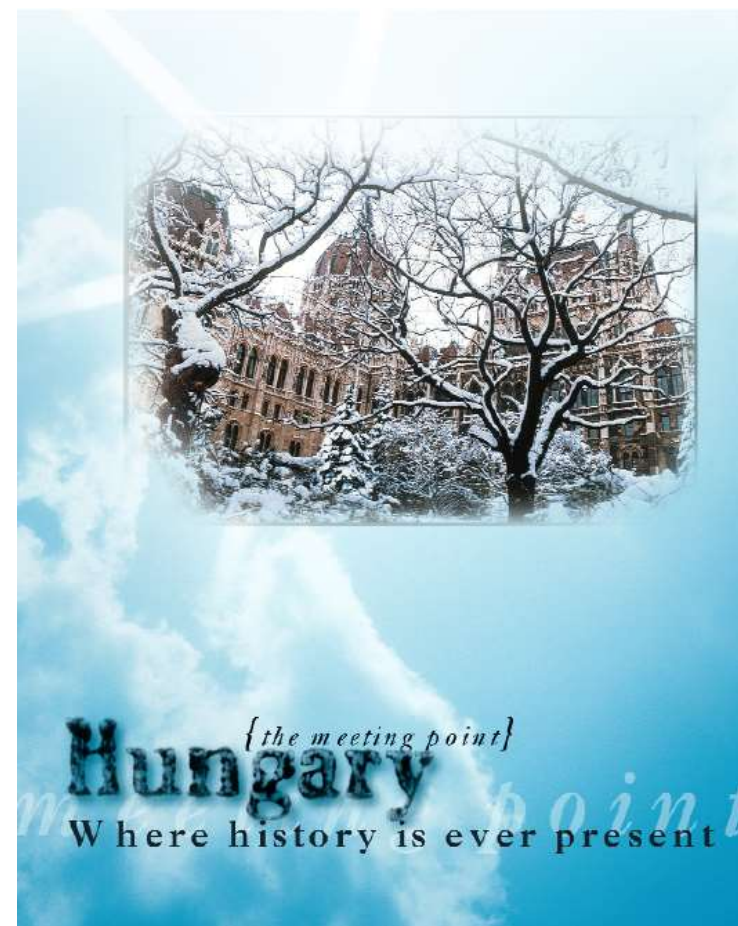
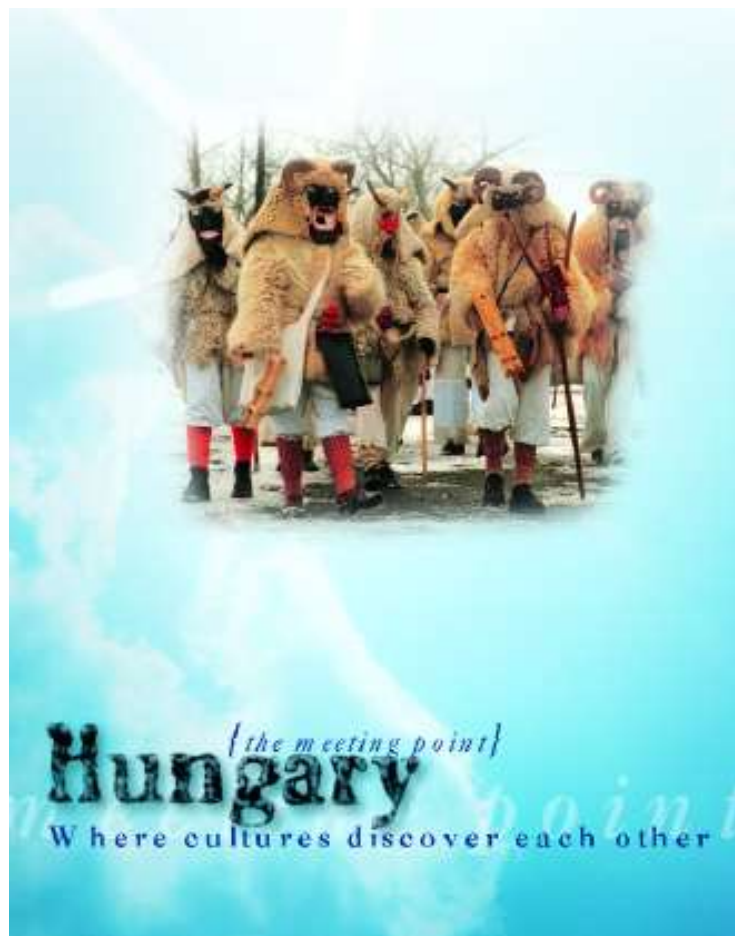
Hungary – In the heart of Europe (1990-es évek vége, 2000-es évek eleje)



Hungary, The Meeting Point (2000)



Hungary, The Meeting Point (2000)



Magyarország – Jogodban áll szeretni (2001, kizárólag Szlovéniában)



Welcome to Hungary – Europe's new country of beauty
One of Us
(2003, 2004)



Magyar Magic
(2003-2004)



Hungary - World of Potentials (2011)



Hungary - World of Potentials (2011)



Magyarország turisztikai országmárka kampányai külföldön

Ungarn – Natürlich (1990-es évek vége, 2000-es évek eleje?)



Hungary – The land of SPAS (2004)



Hungary – Some Like it Hot (illette Budapest – A city to visit, a city to live) (2004)



Hungary – Some Like it Hot (illette Budapest – A city to visit, a city to live)
(2004)



Hungary – Some Like it Hot (illette Budapest – A city to visit, a city to live) (2004)

Some Like it Hot - Tony Curtis about Hungary - Microsoft Internet Explorer

"Some Like it Hot" and Hungary is Hot, Hot, Hot!

Hungary is one of the fastest growing destinations for American long haul travelers. Tony Curtis, the famous Hollywood actor and the star of the movie "Some like it Hot", shot a television commercial in Budapest promoting his homeland of Hungary as a travel destination.



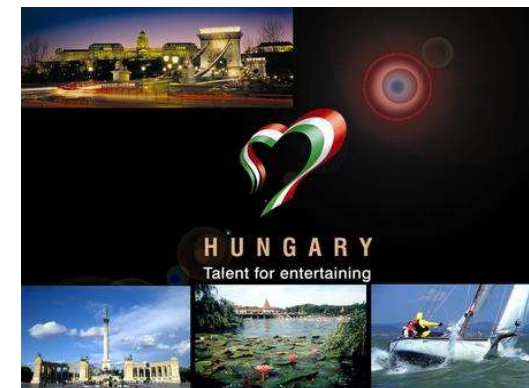
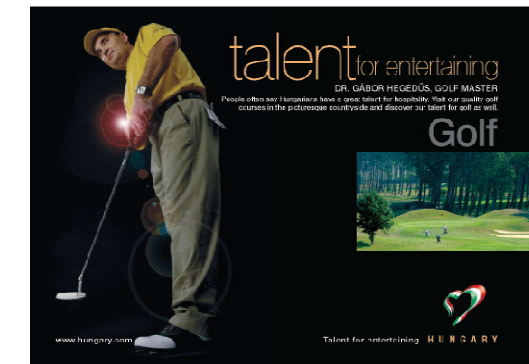
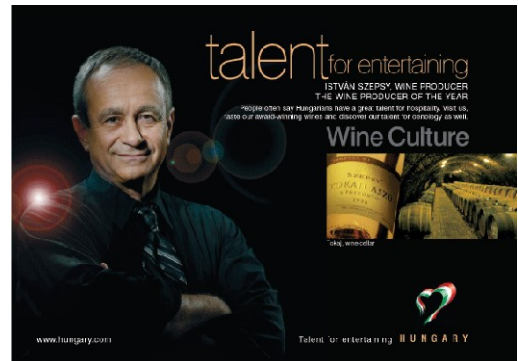
This was no ordinary commercial shooting; it was similar to a reunion. You can clearly see the mutual admiration that the Hungarian people have for Tony Curtis and likewise the actor for his beloved heritage.

Reading some quotes from the interviews that were taken during the shooting also conveys Mr. Curtis' warm feelings about the destination.

Thank You Tony!

Next: quote www.gotohungary.com  [Click here to view the video clip](#)

Talent for entertaining (2005-2008)



Minimundus
(2008)



A Love for Life
(2008-2009)



Hungary
A love
for Life



Open doors (2008)



Budapest – Be a winter „invader”! (2008)



After 400 years of the Romans, 150 years of the Ottomans and 45 years of the Soviets
**you'll be the first who's welcome to stay longer,
So have an extra night on us!**

There are so many unforgettable things to experience here. Make time to see them all!
Book three nights and get a fourth free.

Budapest winter invasion

1 December 07 - 31 March 08
www.budapestwinterinvasion.com

MALEV Hungarian Airlines, one world, Budapest Airport, Budapest Spring Festival, HUNGARY



Follow the Romans, the Ottomans and the Soviets
Be a winter 'invader' and have an extra night on us!

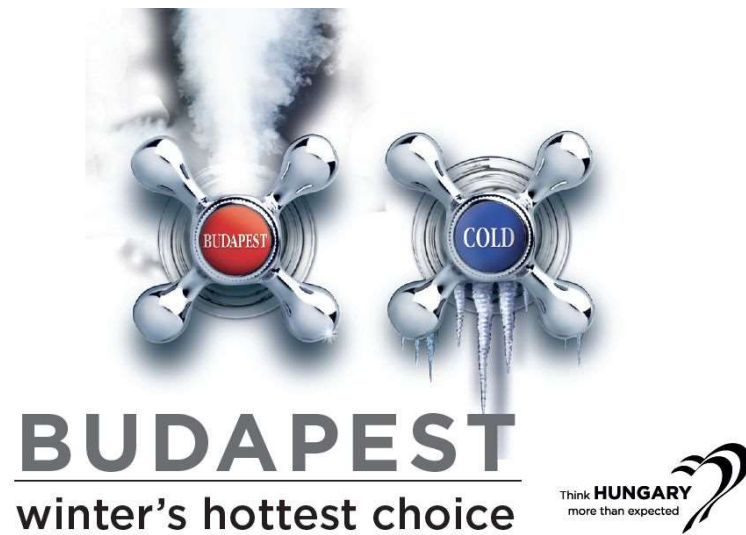
There are so many unforgettable things to experience here. Make time to see them all!
Book three nights and get a fourth free.

Budapest winter invasion

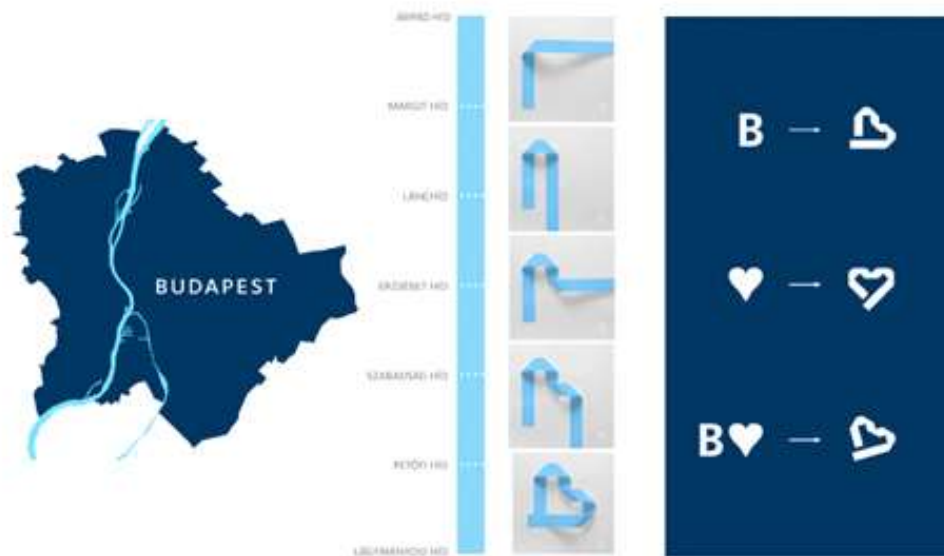
1 December 07 - 31 March 08
www.budapestwinterinvasion.com

MALEV Hungarian Airlines, one world, Budapest Airport, Budapest Spring Festival, HUNGARY

Budapest – Winter's hottest choice (2012)



Budapest turisztikai logó, a Dunával a középpontban (2012)



Passion inside – Szenvedéllyel töltve (2013, a magyar borok számára)



Think Hungary – More than expected (2013 óta)



Think Hungary – More than expected (2013 óta)



Still and Sparkling
(2014, nem hivatalos szlogen, a Hungary Next kezdeményezése)



Full of expectations (2015)

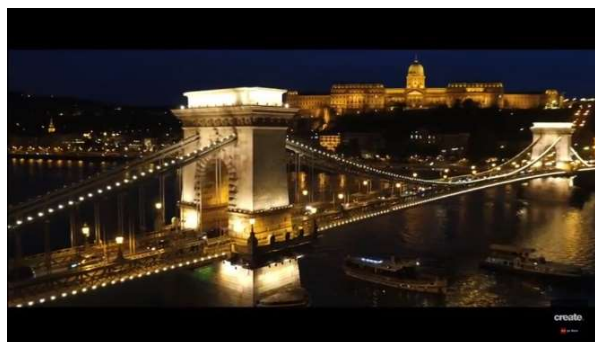
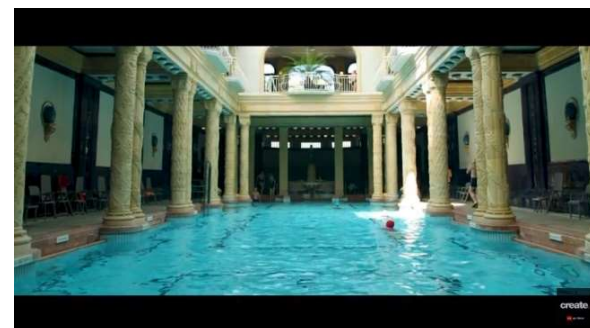


Experience Hungary (2017)



Hungary – Land of waters

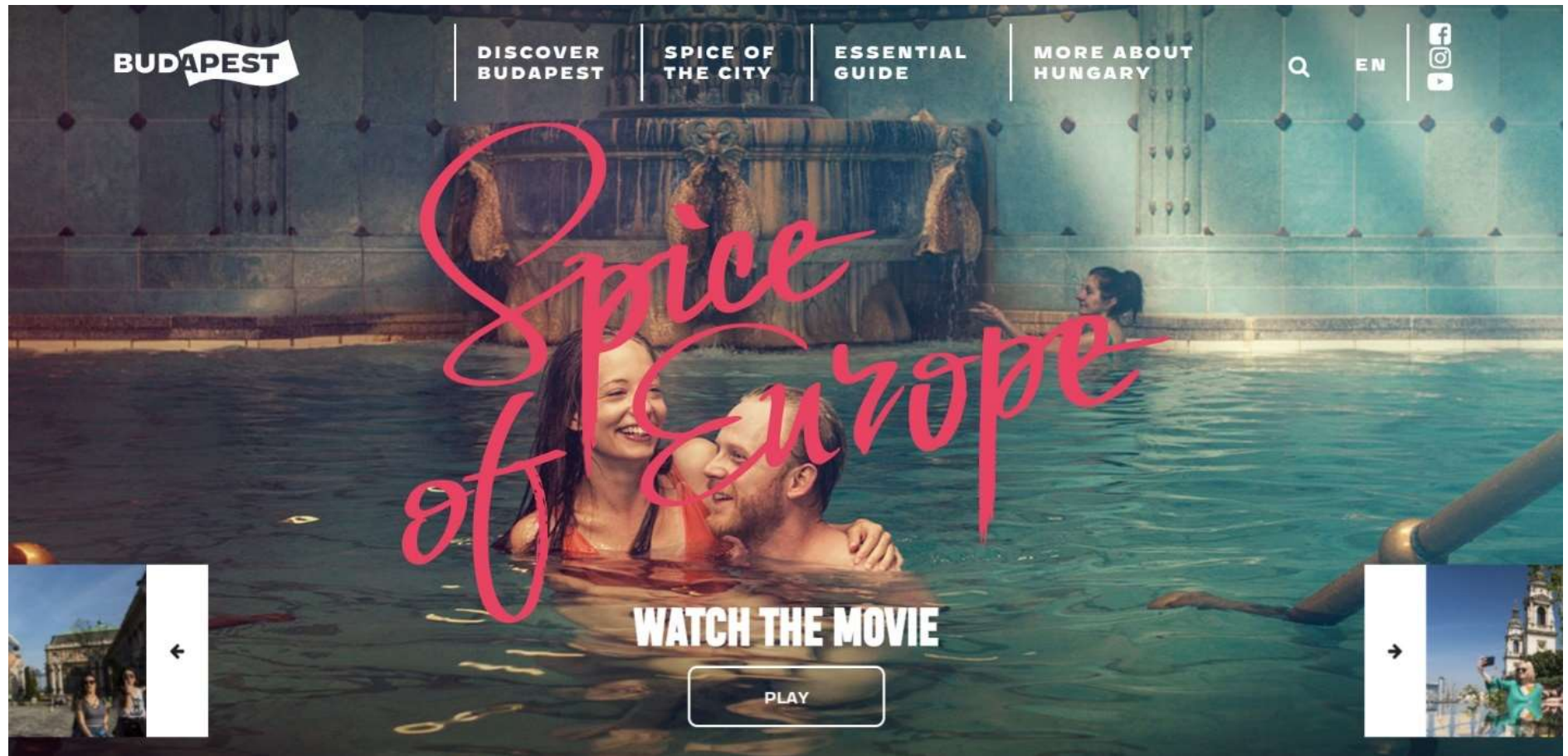
(2017, nem hivatalos, egy újságíró által készített kampány)



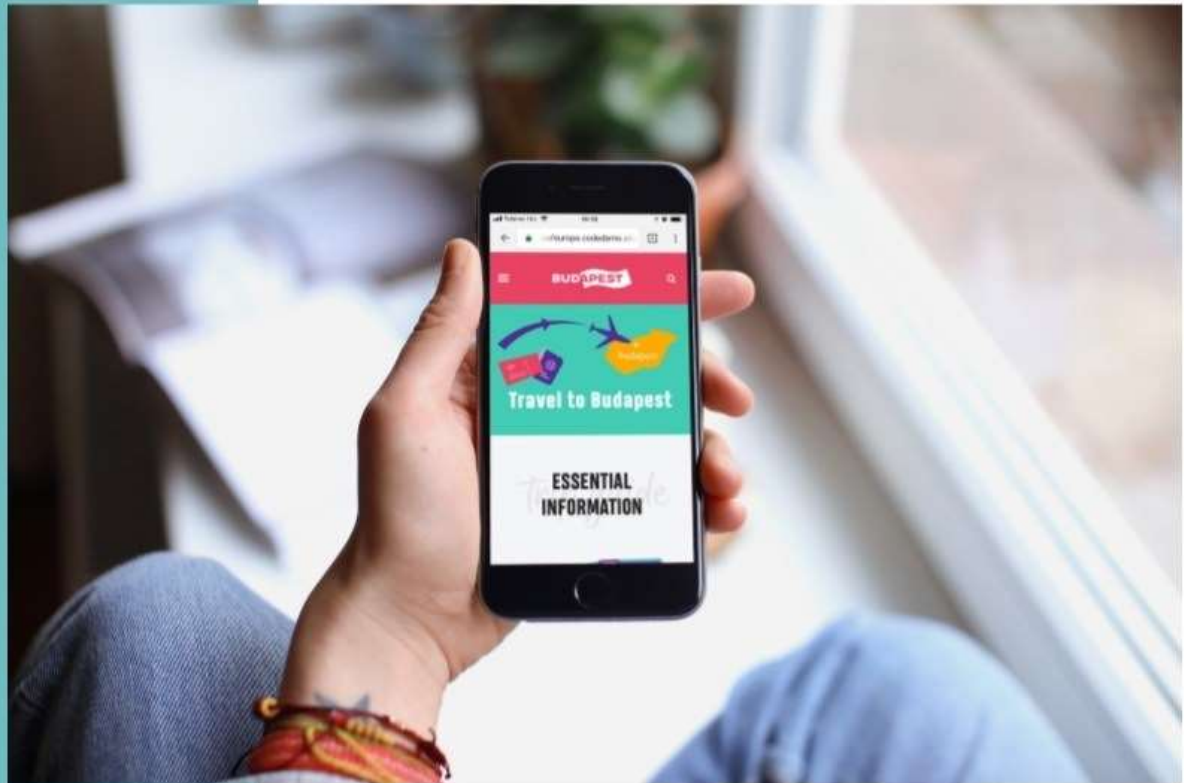
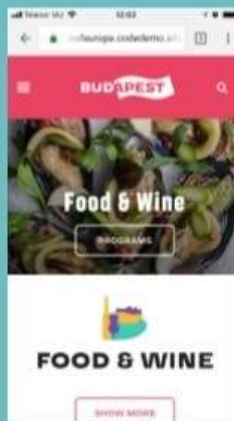
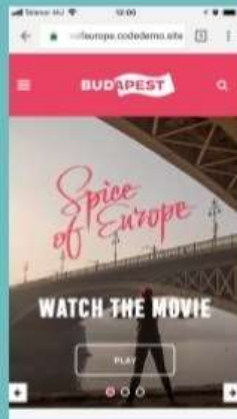
Hungary – Land of waters
(2017, nem hivatalos, egy újságíró által készített kampány)



Budapest – Spice of Europe (2018)



Budapest – Spice of Europe (2018)



Budapest – Spice of Europe (2018)



Általános országmárka kampányok, szlogenek külföldön (nem csak turisztikai):

- Hungary – In the heart of Europe (1990-es évek vége, 2000-es évek eleje)
- 1000 years in the heart of Europe (2000 környékén)
- Hungary, The Meeting Point (2000)
- Magyarország – Jogodban áll szeretni (2001, kizárólag Szlovéniában)
- Welcome to Hungary – Europe's new country of beauty (2003)
- One of Us (2004)
- Magyar Magic (2004, az Egyesült Királyságban)
- Hungary – World of Potentials (2011, az EU soros elnökség kapcsán)
- Passion inside – Szenvedéllyel töltve (2013, a magyar borok számára)

Turisztikai országmárka kampányok, szlogenek külföldön:

- Ungarn – Natürlich (1990-es évek vége, 2000-es évek eleje?)
- Hungary – The Land of Spas (2004)
- Hungary – Some Like it Hot (2004)
- Talent for entertaining (2005)
- Minimundus (2008)
- A Love for Life (2008-2009)
- Open doors (2008)
- Think Hungary – More than expected (2013 óta)
- Still and Sparkling (2014, nem hivatalos szlogen, a Hungary Next kezdeményezése)
- Full of expectations (2015)
- Experience Hungary (2017)
- Land of waters (2017, nem hivatalos, egy újságíró által a CNN-nek készített anyag)

Budapest fókuszú kampányok, szlogenek külföldön:

- A city to visit, a city to live (2004)
- Be a winter invader (2008, téli értékesítési kampány)
- Winter's hottest choice (2012, téli értékesítési kampány)
- Spice of Europe (2018)

Magyarország kampányok és szlogenek

Készítette: Papp-Váry Árpád, 2018