

Budapest márkáépítése

Logó, szlogen, kampányok – de valójában ennél sokkal több

Dr. Papp-Váry Árpád







PARIS



Historical nave



New nave

Párizs mottója: „Hánykolódik, de el nem süllyed”

The logo is based on the nave - the historical symbol of Paris representing a boat, symbol of the capital for over a thousand years. The city's motto is *Fluctuat Nec Mergitur* - Fluctuates but never sinks. The visual identity of the city of Paris is a rendez-vous with ourselves, all Parisians and all those who operate and work, night and day to improve our daily lives and enhance the aura of this city like no other.



PARIS 2024

Le Comité Organisateur de Paris 2024 a le plaisir de vous présenter le programme de la Nuit Blanche 2019. Ce programme est le fruit d'un travail de concertation avec les acteurs de la culture, de la nuit et de la ville de Paris. Il est composé de nombreuses activités et événements qui se dérouleront dans toute la ville de Paris, du mardi 23 septembre au dimanche 29 septembre 2019.

Le programme de la Nuit Blanche 2019

Le programme de la Nuit Blanche 2019 est composé de nombreuses activités et événements qui se dérouleront dans toute la ville de Paris, du mardi 23 septembre au dimanche 29 septembre 2019. Il est composé de nombreuses activités et événements qui se dérouleront dans toute la ville de Paris, du mardi 23 septembre au dimanche 29 septembre 2019.





VILLE DE
PARIS



Paris Plages
Parc Rives de Seine & Bassin de la Villette
07 juillet - 02 septembre 2018

Illustration: Nicolas Fournier - Agence: The Factory - Paris

Fondation Ville de Paris | Eau de Paris | BFM TV | ANOUS PARIS | RMC INFO YALE SPORT | parisplages.fr

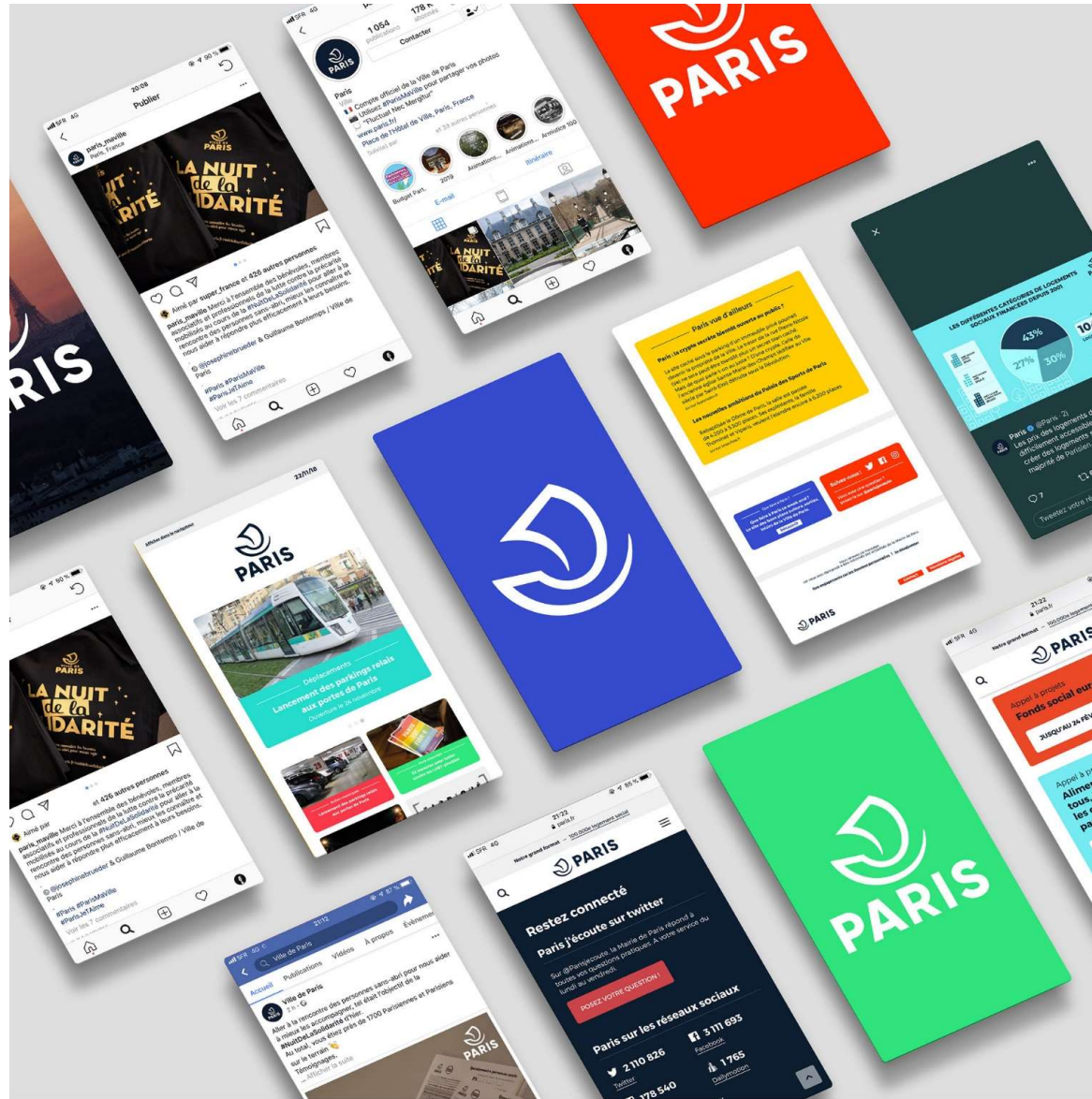
VILLE DE PARIS

Le 13 février de 2018 à 15h
15 minutes chrono

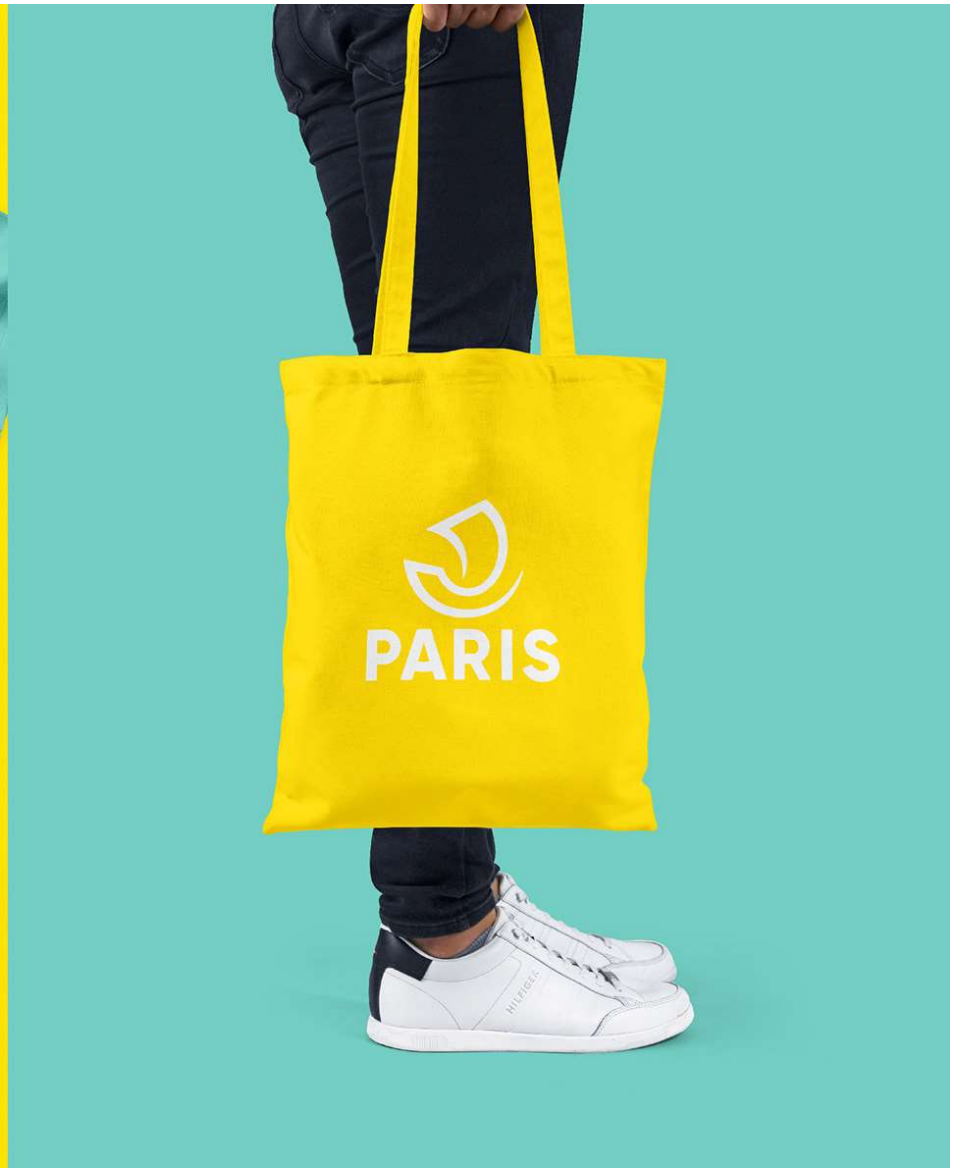
**LA NU
10€ en
SOLIDARITÉ**

Économisez, recyclez, comparez et
faites un geste pour la planète

Plus d'informations sur paris.fr











PARIS



BEFORE



AFTER

and the arts.” This redesign is NOT a tourism brand, it’s for the City of Paris, the organization that provides city services and information – all the unsexy stuff that makes a city work. As the result of

How to solve
this equation?



...without being












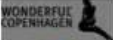




























Turisztikai vagy/és városi-önkormányzati logó?



Főváros	Ország	Szlogen	Logó
Amszterdam	Hollandia	I amsterdam	
Andorra la Vella	Andorra	Capital dels Pirineus	
Ankara	Törökország	-	
Athén	Görögország	This is Athens!	
Baku	Azerbajdzsán	-	
Bécs	Ausztria	Now: Forever	
Belgrád	Szerbia	#G0BELGRADE	
Berlin	Németország	The city of freedom	
Bern	Svájc	-	
Brüsszel	Belgium	BXL moves for you	
Budapest	Magyarország	Spice of Europe	
Bukarest	Románia	-	
Dublin	Írország	A Breath of Fresh Air	
Gibraltár	Gibraltár	A year of Culture	
Helsinki	Finnország	-	
Jereván	Örményország	Feel the warmth	
Kijev	Ukrajna	Everything starts in Kyiv	
Kisinyov	Moldova	Discover the routes of life	
Koppenhága	Dánia	Wonderful Copenhagen	
Lisszabon	Portugália	-	
Ljubljana	Szlovénia	-	
London	Egyesült Királyság	-	
Luxemburg	Luxemburg	Let's make it happen	
Madrid	Spanyolország	-	
Minszk	Fehéroroszország	Think Minsk	
Monaco	Monaco	Wild Beauty	
Moszkva	Oroszország	-	
Nicosia	Ciprus	The brightest capital of Europe	
Oslo	Norvégia	-	
Párizs	Franciaország	City of Love	
Podgorica	Montenegró	-	
Pozsony	Szlovákia	The city where you find real life	
Prága	Csehország	Prague emotion	
Pristina	Kosзовó	-	
Reykjavik	Ízland	Reykjavik loves visitors	
Riga	Lettország	Live Riga	
Róma	Olaszország	The eternal city	
San Marino	San Marino	-	
Stockholm	Svédország	The Capital of Scandinavia	
Szaraeво	Bosznia-Hercegovina	A city of thousand tales	
Szkojpe	Észak-Macedónia	Feel love, feel Skopje	
Szofia	Bulgária	Grows, but does not age	
Tallinn	Észtország	-	
Tbilisi	Grúzia	The city that loves you	
Tirana	Albánia	A colorful feeling	
Tórhavn	Feröer	-	
Vaduz	Liechtenstein	Centre of culture	
Valletta	Málta	European Capital of Culture	
Varsó	Lengyelország	Fall in love with Warsaw	
Vatikán	Vatikán	Miserando atque eligendo	
Vilnius	Litvánia	The G-spot of Europe	
Zágráb	Horvátország	Full of experiences	



Meddig terjesztjük ki a branding fogalmát?

- Szlogen és logó?
- Verbális és vizuális rendszer?
- Szigorú előírárendszer
- Stratégiai gondolkodás?
- Konkrét marketingkommunikációs eszközök?
- Termékfejlesztés, városépítés, városszépítés?

Brand Manual

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER

Márkamodulok (egyfajta élményígéreték) Bécs (Vienna) esetében

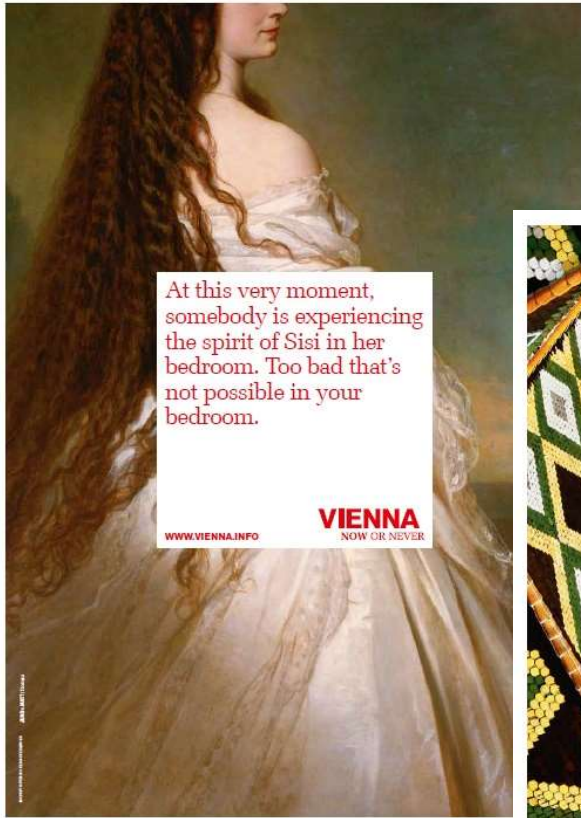
- Imperial heritage - Vienna is a city with an impressive imperial heritage.
- Profusion of music and culture - Vienna is the world capital of music and culture.
- Savoir vivre – Vienna enjoys a unique lifestyle with savoir vivre.
- Functional efficiency - By international comparison, Vienna functions extremely efficiently.
- Balance of urban and green areas - Vienna maintains a balance between urban and green areas in a way that no other metropolis does.

Ezek alapján az alap márkaértékek az osztrák főváros esetében: “sensuous”, “timeless,” “cultivated” and “premium quality”.

Az első szlogen pedig ezekből kiindulva: „Now or Never” („Jetzt oder Nie”)

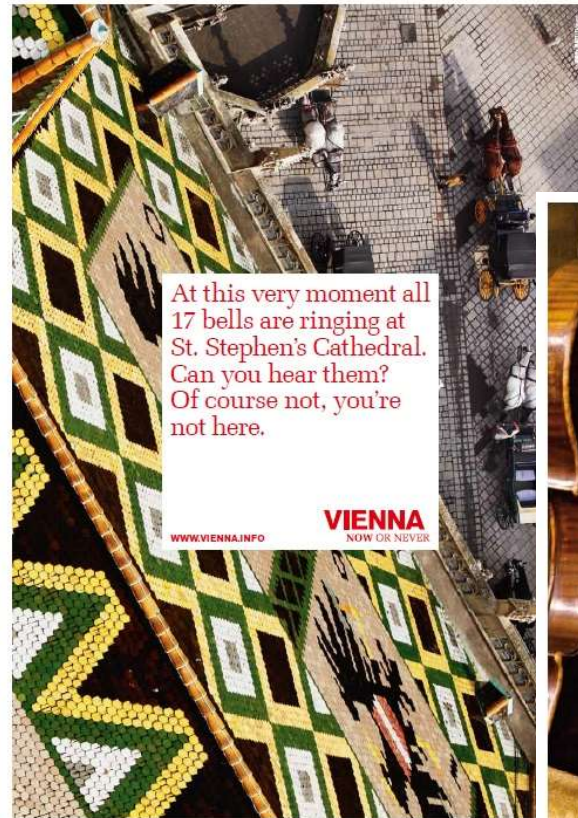
Kiemelt szín: Arany





At this very moment,
somebody is experiencing
the spirit of Sisi in her
bedroom. Too bad that's
not possible in your
bedroom.

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



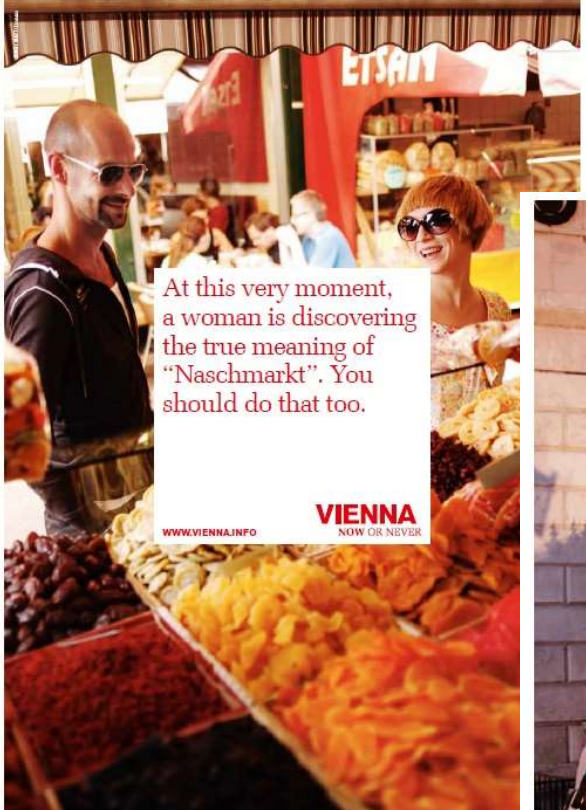
At this very moment all
17 bells are ringing at
St. Stephen's Cathedral.
Can you hear them?
Of course not, you're
not here.

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



At this very moment the
music at the Vienna
State Opera House is
shivering down
someone's spine.
Why not yours?

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



At this very moment, a woman is discovering the true meaning of "Naschmarkt". You should do that too.

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



At this very moment someone's heart is being stolen in one of Europe's safest cities. Shame it's not yours.

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



At this very moment, somebody is saying "Guglhupf" for the first time. When will it be your first time?

WWW.VIENNA.INFO
VIENNA
NOW OR NEVER



At this very moment
the Danube is
reflecting a smile.
Too bad, it's not yours.

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER



At this very moment
a brimstone butterfly
is landing on someone's
foot in the center of
Vienna. When will
one land on yours?

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER



At this very moment
someone is drinking
pure mountain spring
water fresh from the
tap. You should try it.

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER

V I E N N A
V I E N N A
V I E N N A
V I E N N A
V I E N N A
V I E N N A
V I E N N A
V I E N N A

THE VIENNA TOURIST BOARD'S NEW BRAND IDENTITY

Adding value with emotion

Strong brands create a clear, distinctive and relevant image in consumers' minds, and in doing so increase desirability. They are emotional constructs that exist in our heads and essentially create appeal through a clear position, going beyond the functional aspects of the product they represent, and generating added value through emotional attachment.

This is particularly important in tourism since travel decisions are primarily led by emotional motivation.



CREDITS

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Copyrights: All images © WienTourismus/Peter Rigaud, Concept and design: WIEN NORD/seite zwei
Vienna, October 2016

From objectives to strategy

Given the complexity and diversity of a tourism brand, a clear and consistent brand image in all communications is a vital aspect of presenting a brand effectively.

Which is why the ViennaTouristBoard's objective is to further sharpen the focus within its marketing activities.

WE CAN ACHIEVE THIS BY

REACHING OUT
TO CLEARLY-DEFINED
TARGET GROUPS

DEFINING THE
EMOTIONAL CORE
OF THE BRAND

The positioning of the brand is characteristically and authentically Viennese, clearly differentiated from competitors on the market and creates emotional resonance.

From strategy to brand core

In collaboration with Munich's Gruppe Nymphenburg the neuromarketing approach was selected to help develop strategic positioning.

Taking the existing brand definition as the starting point, the Vienna brand was subjected to a comprehensive analysis, which examined at internal and external perceptions as well as leading competitor cities. Here, as at the stage of creative implementation, evolutionary thinking was at the forefront.



The brand core, "Encouraging Enjoyment", was at the heart of the new positioning. It defines the overarching stance of the Vienna brand, which is applied at an emotional level and covers the many different tourist sights, attractions and other aspects of the city. This approach supports focused global brand communications, which also underlines the capital's wide variety of attractions.

ENCOURAGING ENJOYMENT

This attitude reflects a freedom to consciously enjoy objects of interest in the city as well as moments. Vienna sets the stage for individual enjoyment and encourages its visitors to savor every moment of their stay according to their personal preferences and in all its rich variety.

The brand core value serves as an "invisible" strategic leitmotiv. It is creatively interpreted and brought to life in brand communications, and as such stands independently from the claim.

From brand core to brand benefit

To become relevant, a brand must demonstrate its social advantages. It refers to the target group's motives and needs that can be addressed by the product being offered. This is achieved by the emotional moments of enjoyment that Vienna delivers for its visitors. The functional advantages zero in on the city's diverse offering, which is bundled in the five assets of the Vienna brand.

IMPERIAL HERITAGE
MUSIC AND CULTURAL
ATTRACTIONS
CULINARY CULTURE
GREEN VIENNA
MODERN, LIVABLE CITY



Enjoying Vienna's
imperial heritage

Enjoying Vienna's
musical and cultural
attractions



Enjoying Vienna's
culinary culture



Enjoying
green Vienna



Enjoying the
contemporary,
livable city



From brand positioning into the minds of the target groups

There are specific target group focuses depending on the market, to ensure that the various circumstances and the potential are used to the greatest possible effect.

When attempting to explain people's different behaviors, a deeper understanding of their circumstances, attitudes and motives is far more revealing than looking at purely socio-demographic factors. Which is why the ViennaTouristBoard is working with Limbic® types in the new brand strategy.

Four target groups have been identified as the most relevant globally for Vienna's brand communications, based on analysis of extensive market research data.

GLOBAL CORE TARGET GROUP

THE OPEN-MINDED

EMOTIONAL CORE:

ENJOYMENT, ACTIVE LIFESTYLE,
OPENNESS TO NEW THINGS

Members of the open-minded target group have an optimistic, active attitude and say yes to whatever life throws in their path. Enjoyment is more important than status. Cultured and appreciative of art, they like to consume and are open to new trends. They are particularly well informed when it comes to travel and are often asked for recommendations by other people. They have a predilection for city breaks, since they like discovering new things, and the majority of them take several short breaks a year. Although this target audience can be found in all demographic groups, they are more likely on average to be female, younger and better educated.

EXTEND GLOBAL CORE TARGET AUDIENCE

THE PERFORMERS

Most heavily represented in middle aged groups, this is a primarily male, higher-income target audience. Status and prestige are particularly important.

THE HEDONISTS

This young target group is always on the lookout for new experiences. Individualism and spontaneity are particularly important.

THE HARMONIZERS

This group is predominantly female and middle-aged. Harmonizers are particularly family-oriented and represent a broad demographic cross-section.

From theory to practice

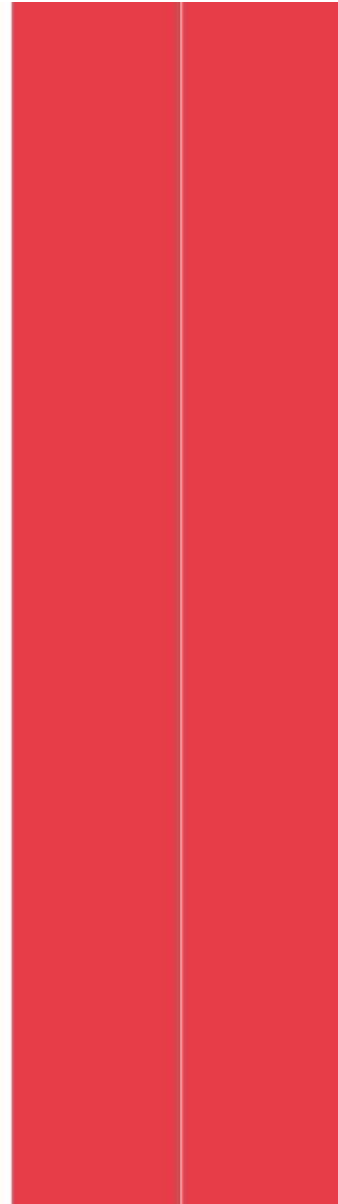
The “Encouraging Enjoyment” brand core is made tangible by emotionally involving the person interacting with it. We focus on memorable emotions that are triggered by obvious moments of enjoyment. It is precisely these moments that make a trip to Vienna so unforgettable and ensure that the stay lives on as a positive memory.

LOGO AND CLAIM

Among its peers, Vienna stands out as the “cultivated jewel”. Taking our cue from this, we express the city’s premium self-image in our logo.

A moment of enjoyment that endures for ever; our slogan constitutes this notion, captured in words. It provides a thematic constant for our brand communications.

The separator in the center of the slogan references a Wiener Werkstätte trademark symbol and provides a visual break, representing a pause to savor a moment of enjoyment. The lack of punctuation at the end symbolizes that this moment lives on forever in our thoughts.



V I E N N A
NOW ♦ FOREVER

THE CENTRAL IDEA

Vienna offers the experiences of a major world capital, without the stress factors associated with a major world capital.

This easygoingness is also expressed by the central communicative idea – as numerous personal moments of enjoyment that can only be experienced in Vienna. However, instead of telling our target audience which moments of enjoyment await them in the city, we trigger their imagination – by inviting them to join in the experience of enjoyment being savored by a person in Vienna.

This means that every contact with the brand establishes an emotional connection to the person experiencing it.



Palais Todesco

vienna.convention.at

In the capital of the waltz.
And everything revolves
around my event

VIENNA
CONVENTION BUREAU



Café Sperl

www.vienna.info

Coffee to stay.
Memories to go

VIENNA
NOW ♦ FOREVER



Amit lehet belőle tanulni:

- Stratégiai gondolkodás
- Modulok / témák
- Egységes kommunikáció
- Rendelkezésre álló kép- és videóadatbázis
- Kreativitás

„Olyan jó, hogy újra Magyarországra utazhattam.
Milyen jó lesz téged is vendégül
látni nálunk, Ausztriában.”

Norbert Graz-ból

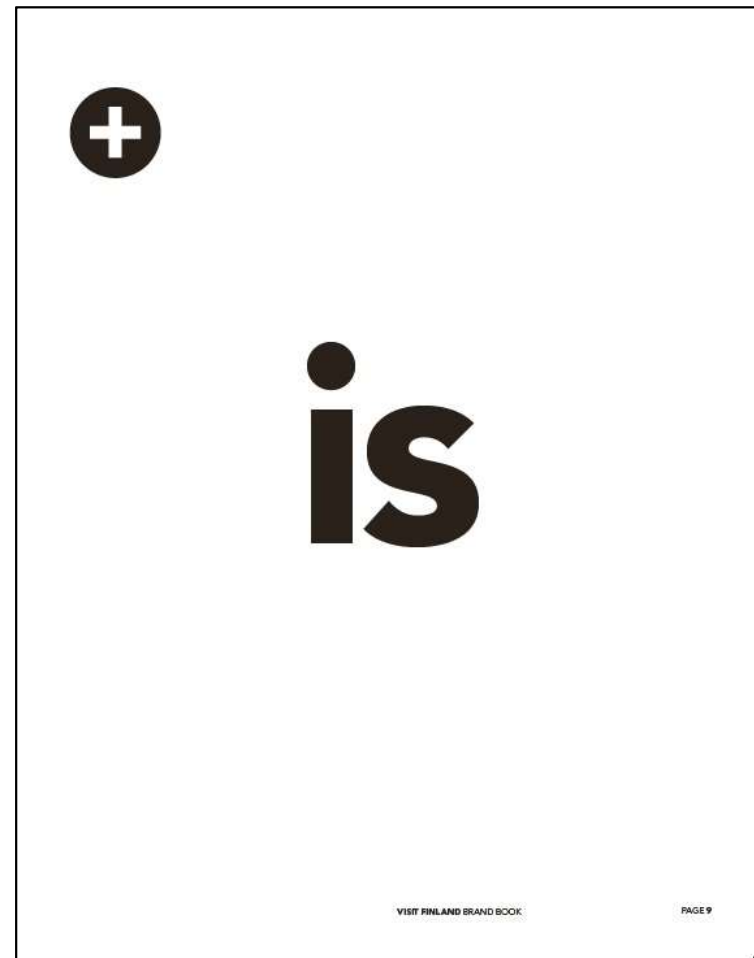
 **Ausztria**
megérkezni
és újjászületni


www.austria.info

Megvan, Budapest mit szeretne mondani:

- Fenntarthatóság
- Sokszínűség
- Biztonság

Ez a gyakorlat mindig segít: mik vagyunk és mik nem





Something for everyone

Noise and hassle

Packed

Sweltering

Superficial

About complex cultural codes

For masses

Polluted

Formal

Artificial

Bling bling

Dangerous and unpredictable

A place to show off



Something special for the ones that think they have seen it all

Peace and quiet

Spacious

Fresh

Holistic

Straightforward

For individuals

Clean

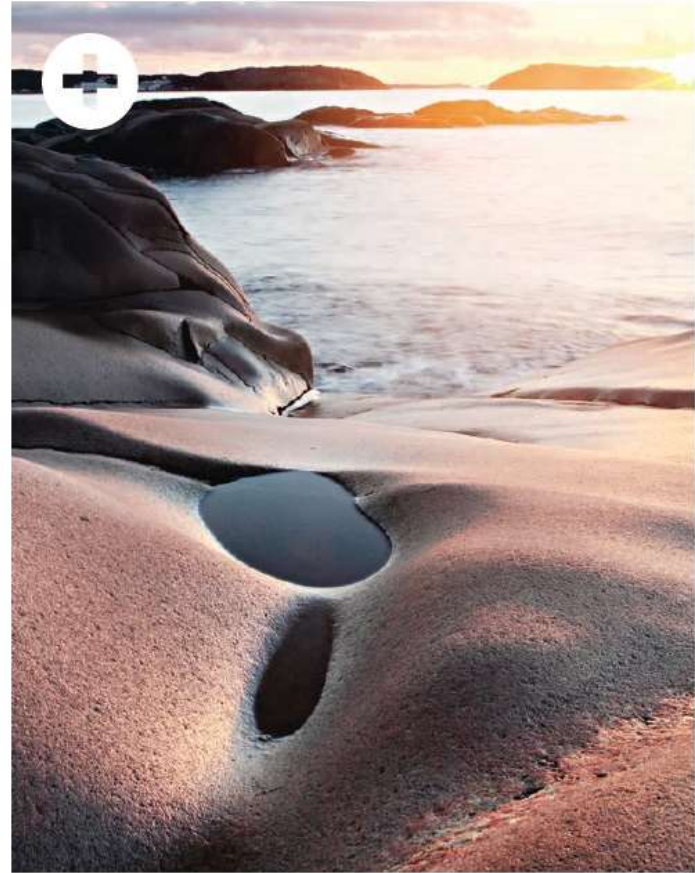
Inventive

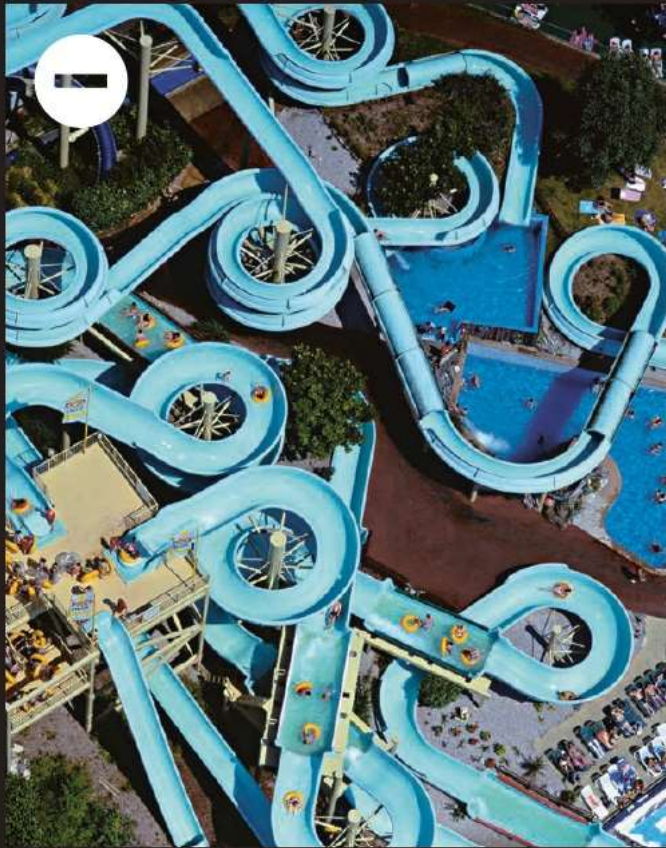
Natural

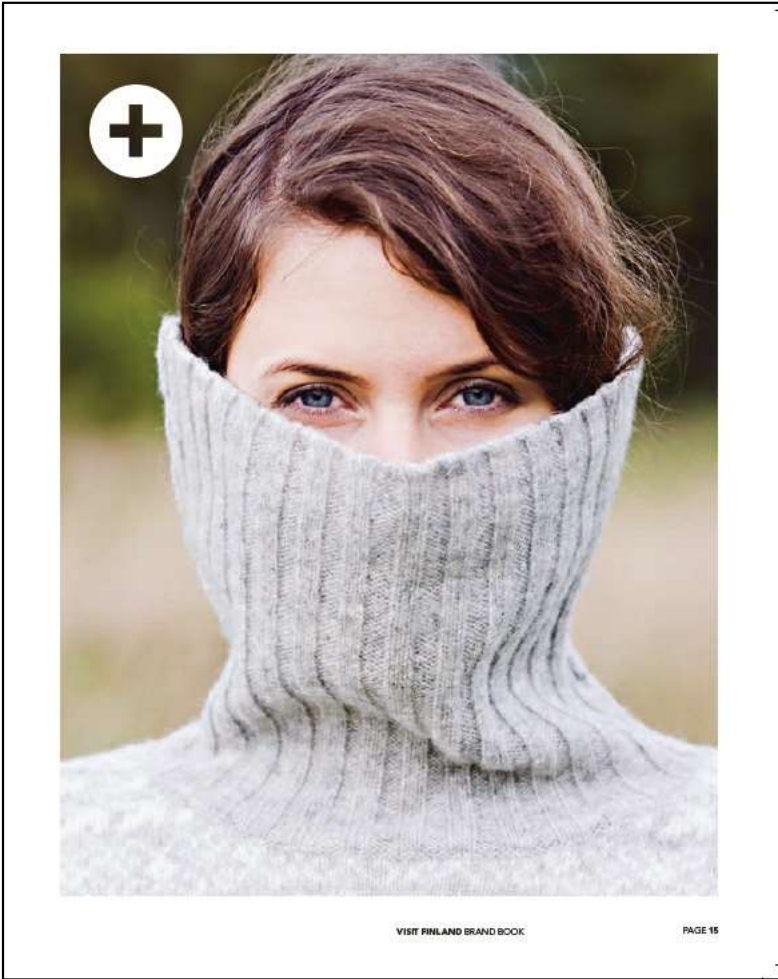
Authentic

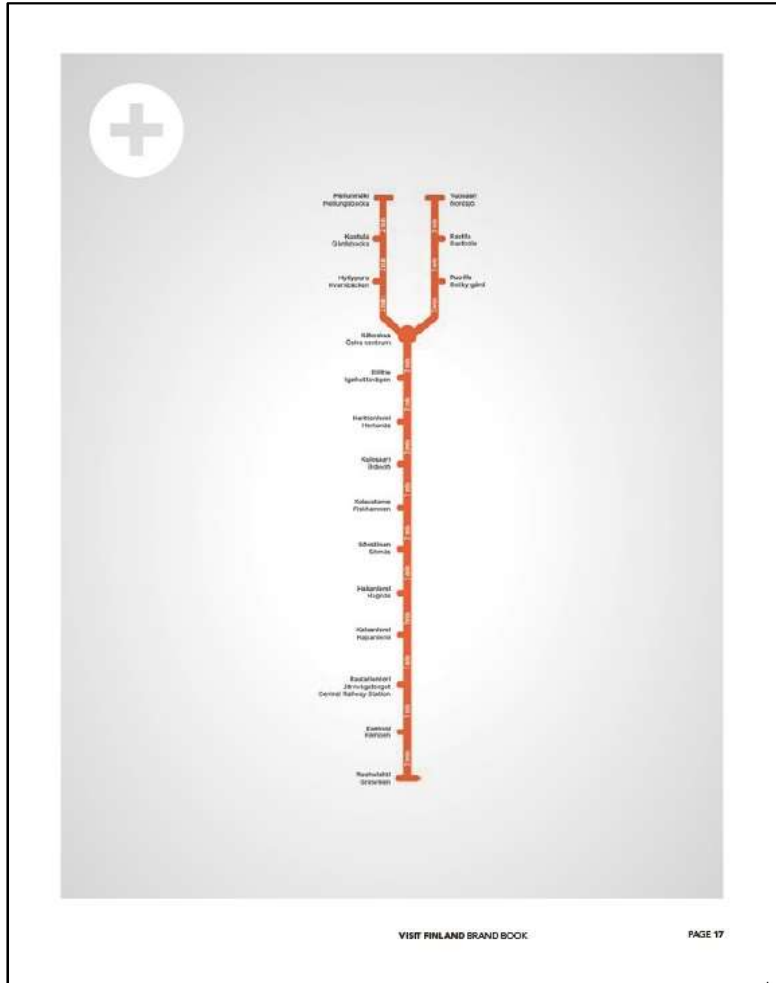
Safe and secure

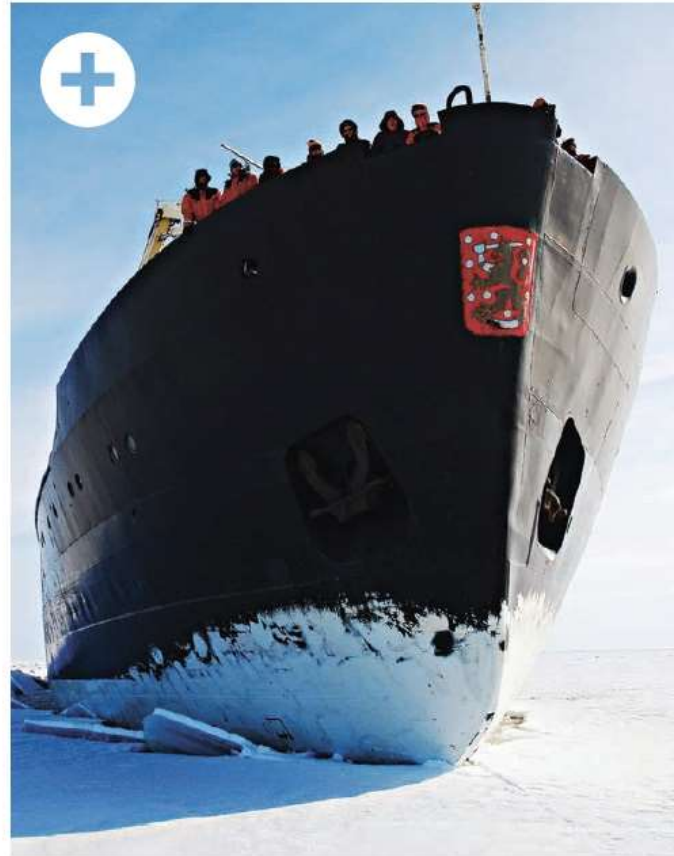
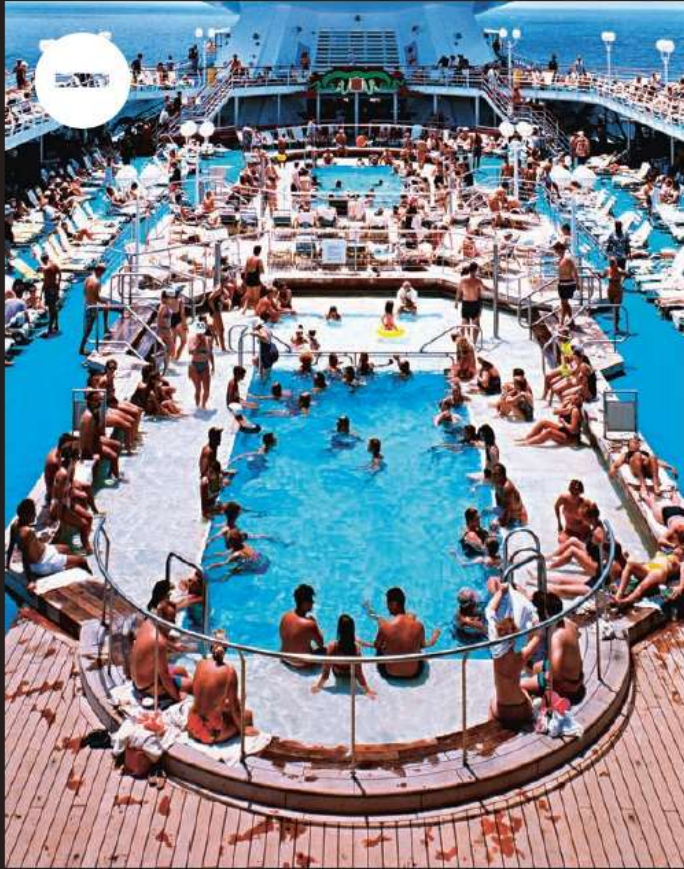
A place to be yourself

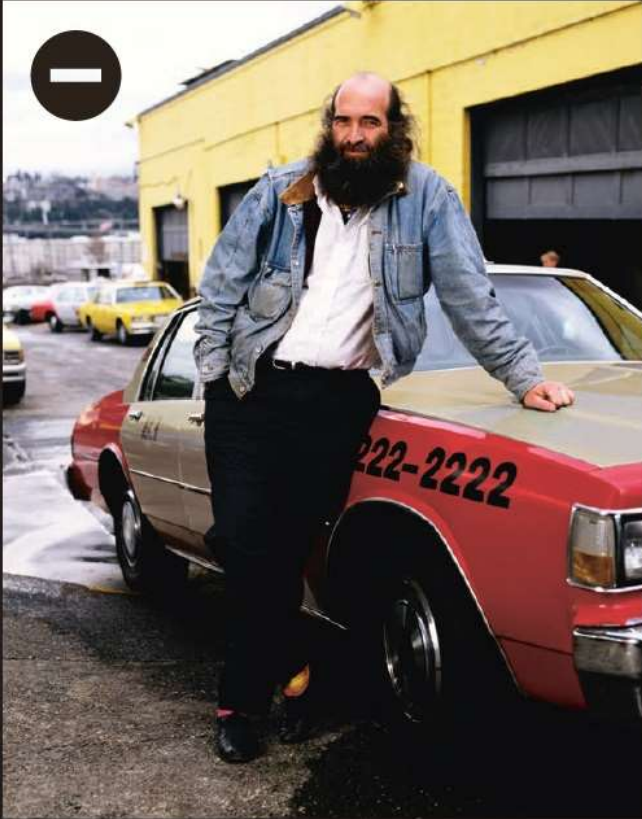




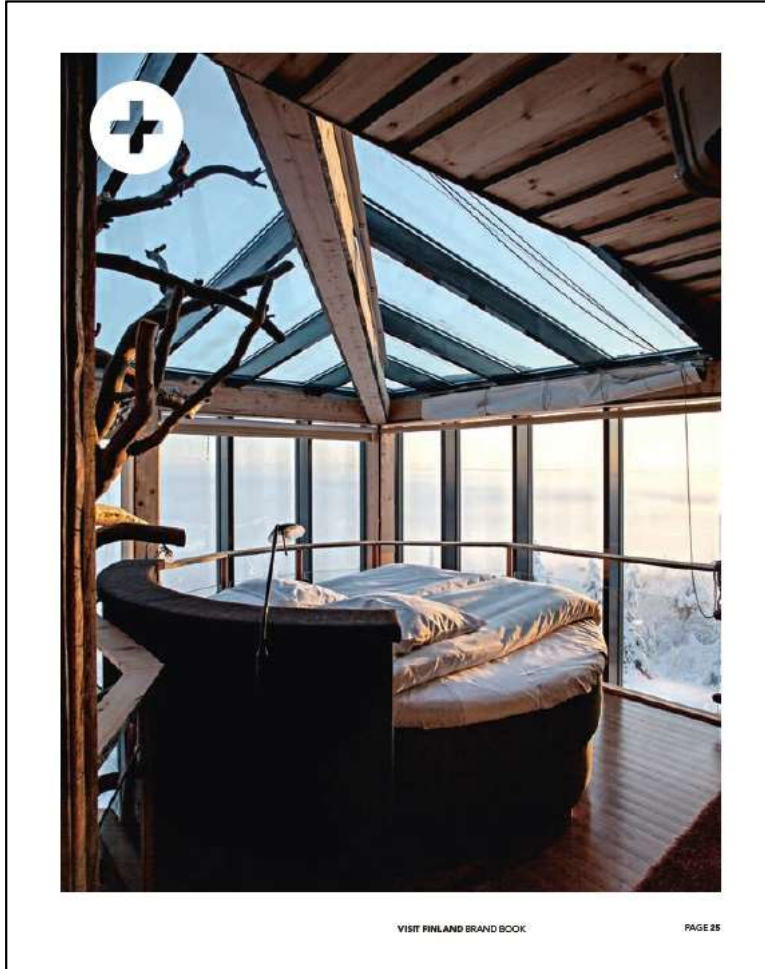
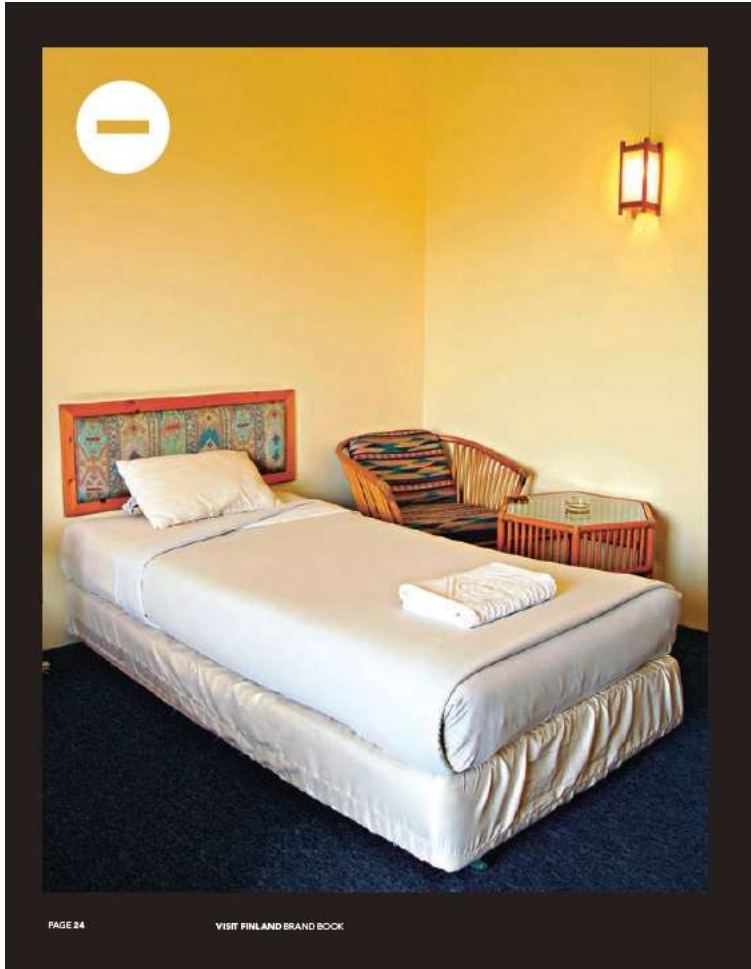


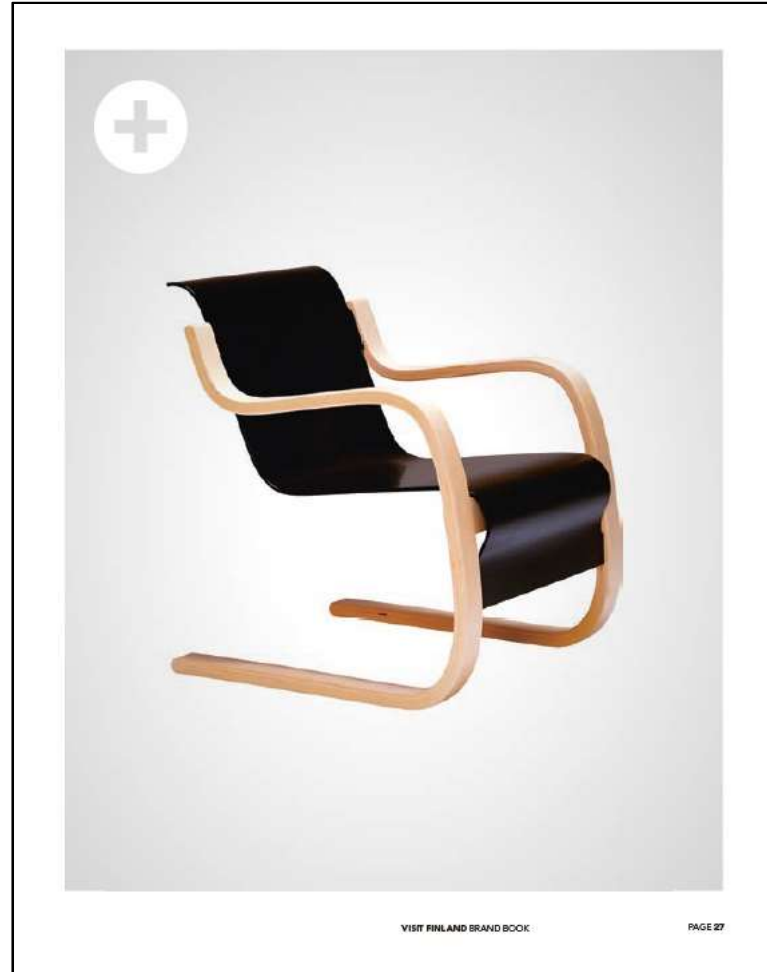
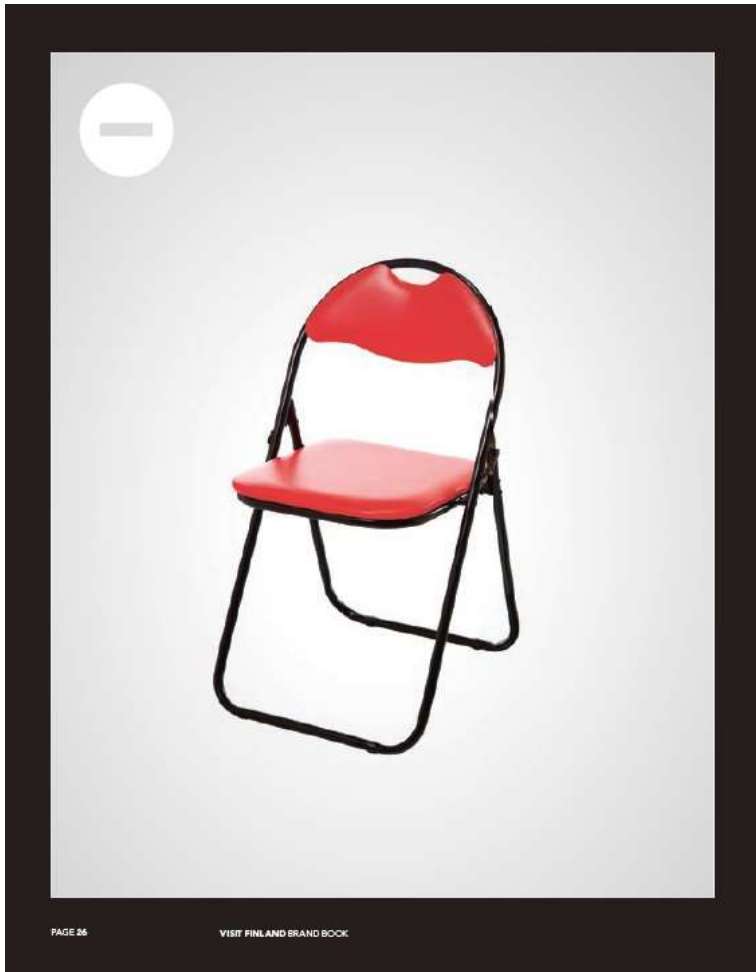


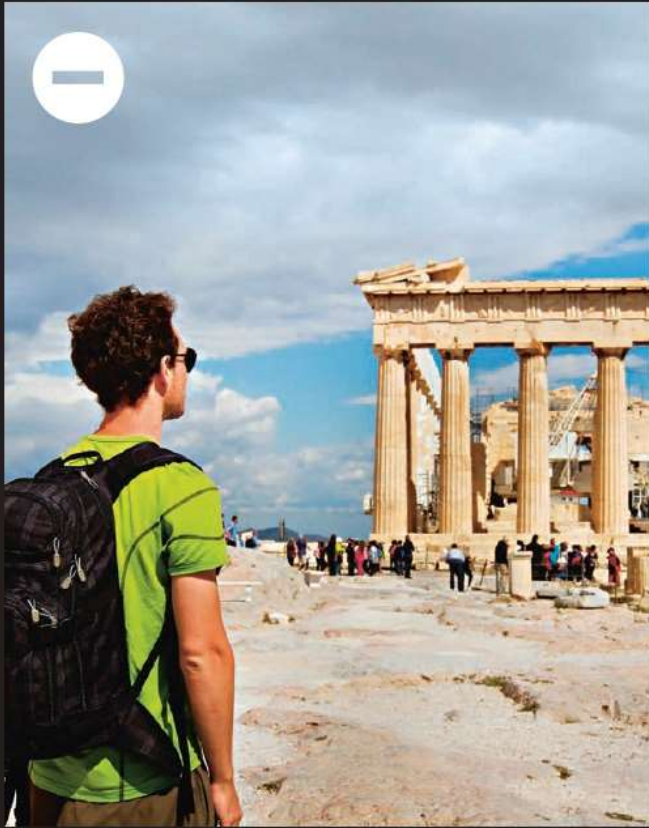












735 €

PRÈS DES YEUX, PRÈS DU CŒUR

735 €

PRÈS DES YEUX, PRÈS DU CŒUR

NORVEGE

614 €

MALTE

Découvrez le Portugal

www.visitportugal.com

NORVEGE

614 €

MALTE

PRÈS DES YEUX, PRÈS DU CŒUR

PRÈS DES YEUX, PRÈS DU CŒUR

PAGE 30 VISIT FINLAND BRAND BOOK

+

"I have no material needs.
Nature gives me everything."

VISIT FINLAND BRAND BOOK PAGE 31

Ha az alapok rendben, akkor folyamatosan bővülő kreatív eszköztár :

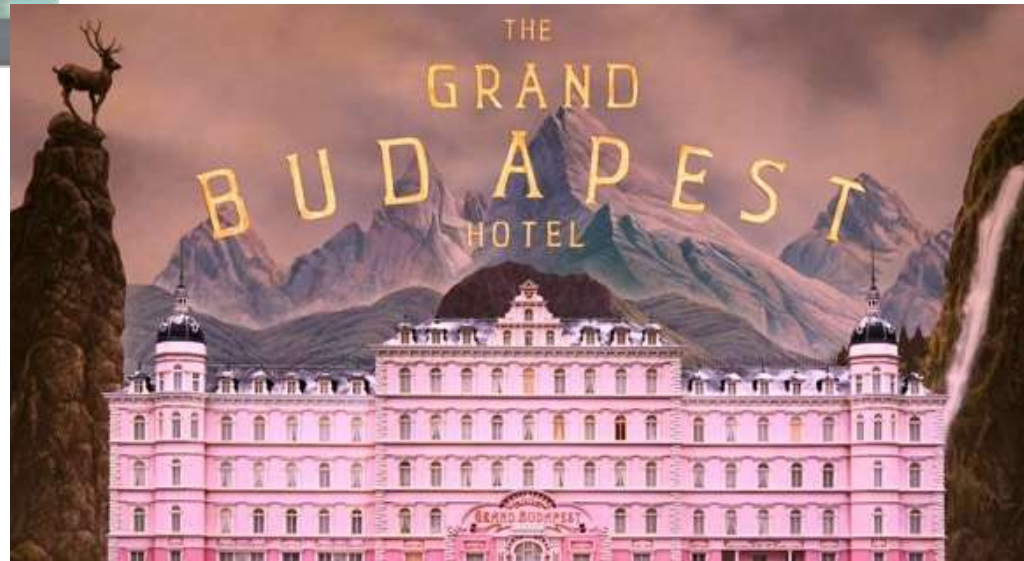
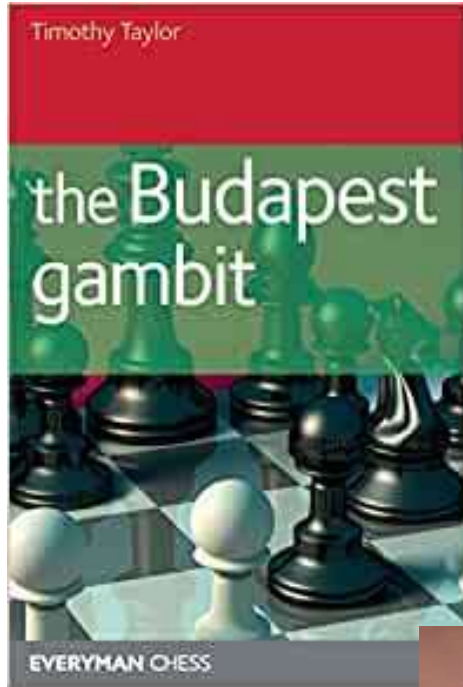
- Fun facts
- Saját betűtípus
- Instagram helyek
- Influencerek
- Stb.



THE ULTIMATE GUIDE TO
FOOD IN BUDAPEST
WHAT TO EAT, DRINK & DO



THE CLAUSE



Finlandica
typeface

AaEe
SISU
12345
SUOMI
Salmiakki
High-technology
#sosiaalinenmedia
Finlandica **Bold** & Regular

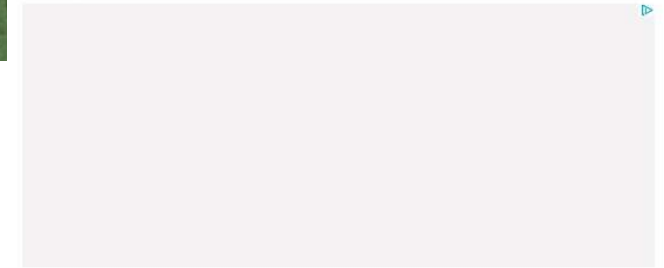
The 50 Most Instagrammable Places In The World 2020

January 21, 2020 | Big 7 Travel Team | 15 Min Read | 6 Comments



46th. Budapest, Hungary

The capital city of Hungary, [Budapest](#) is a photogenic, fairytale city in Eastern Europe. The city itself is separated by the 19th-century Chain Bridge that connects the hilly Buda district with flat Pest – hence the name Budapest!



WE SURPRISED
**16 FLEMISH
INFLUENCERS**



@MICHELLEDSMT



@MANOUCOEN



@LUNASTEVENSI



@LOTTEFEYEN



@LISAHANZE



@LENTHESTEVENS



@INGEMOERENHOUT



@HOMME.SAUVAGE



@HETISDEMERCKX



@ELIENJANSEN



@CINDYVANDUYCK



@CELINEVANOUYTSEL



@ANOUKLANNOO



@AFASHIONTASTE



@VEGANTABLES



@MONICA_HARMONY

0:23 / 0:59





Another Citytrip Eindhoven

#MyHelsinkiResidence

Chief Influencing Officer: MyHelsinki Residence in a nutshell

[Read more](#) ▸

HAAGS BLOGGERSHUIS



Mi mindent kommunikáltunk eddig Budapestről?


- A city to visit, a city to live
- Hot choice
- Spice of Europe

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](#)

Budapest, a new capital of Europe
(2013-14)



One of us

For more beauty visit Budapest, a new capital of Europe



www.hungarytourism.hu

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.

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

Budapest winter invasion

MALEV Hungarian Air Lines **oneworld** **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.

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

Budapest winter invasion

MALEV Hungarian Air Lines **oneworld** **Budapest Airport** **Budapest Spring Festival** **HUNGARY**

Budapest – Winter's hottest choice (2012)



Budapest – Winter's hottest choice

- Free 3rd or 4th night
- Historic Spa Pass
- 20-50% Discount on Major Attractions

T&Cs apply

BOOK NOW

Budapest winter invitation
budapestwinter.com



BUDAPEST
winter's hottest choice



Budapest
der heißeste Tipp für den Winter.

2 oder 3 Nächte buchen - eine extra Nacht gratis - kostenloser
Eintritt in die historischen Spas*

budapestwinter.com

Logos for UNICEF, Budapest City, Budapest, BUDAPEST, budapest, and ÖBB.

Budapest – Spice of Europe (2018)

BUDAPEST

DISCOVER BUDAPEST | SPICE OF THE CITY | ESSENTIAL GUIDE | MORE ABOUT HUNGARY

Q EN

Facebook, Instagram, YouTube icons

Spice of Europe

WATCH THE MOVIE

PLAY

← →

The banner features a couple embracing in a thermal pool with a waterfall in the background. Navigation elements include a left arrow, a right arrow, and a 'PLAY' button.

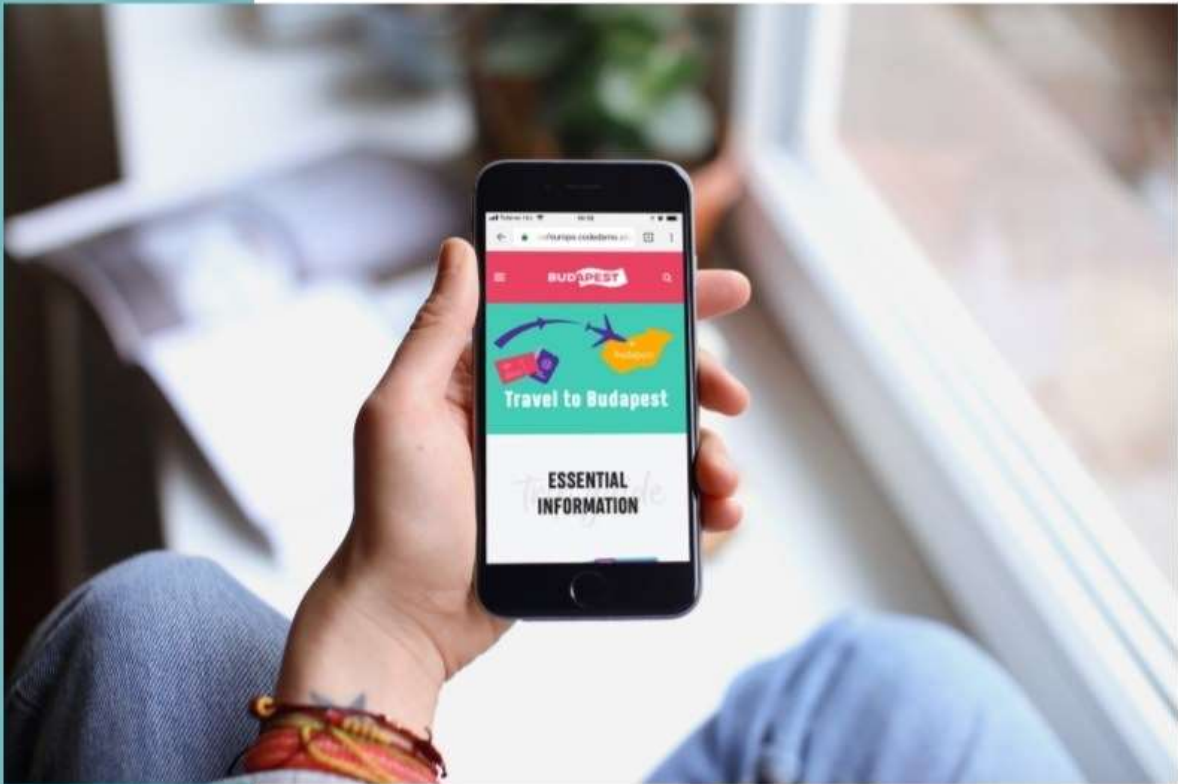
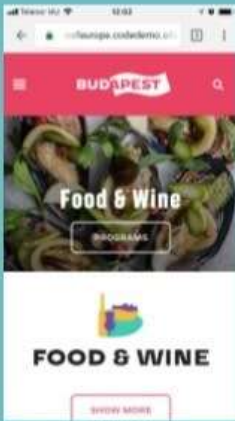
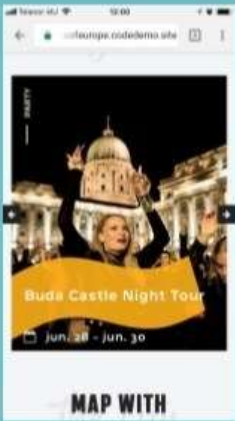
Budapest

BUDAPEST

*Spice
of Europe*



Budapest – Spice of Europe (2018)



ROM campaigning: Bucharest, not Budapest (2013)



ROM presents: Bucharest Not Budapest



Bucharest Budapest

Feliratkozás 265

178 029 megtekintés



INTRODUCING
 BUCHAREST, NOT BUDAPEST!
 A CAMPAIGN MEANT TO END THE
 CONFUSION ONCE AND FOR ALL.

A CAPITAL CONFUSION.

Prestigious geographically-impaired artists like Michael Jackson, Iron Maiden or Metallica mistake Bucharest, the capital of Romania with Budapest, the capital of the neighboring country, Hungary.

ROM, the chocolate bar that has "Bucharest" written all over it, had to do something about it.

BUCHAREST
 NOT BUDAPEST



We placed our first city signs in the welcoming area of the Bucharest and Budapest airports, ensuring made attention.



Then, we gave Romania the tools to join the campaign. Search engines explaining the difference between the two cities, a browser extension that corrects "Budapest" to every "Bucharest" mention on the web and tourist recommendations.



Signs, hotels, towers and partners, welcoming their clients who will confusion from sites and tourists operators organizing marketing tours of the city.



The campaign got noticed internationally and even the mayor of Bucharest joined the campaign.



HELLO, BRUCE!
HOW WAS YOUR FLIGHT?

KIND REMINDER FOR TONIGHT:
IT'S "HELLO, BUCHAREST!",
NOT BUDAPEST.

You didn't start the confusion, but maybe you can help end it. Thanks.
bucharestnotbudapest.com

timesnewroman.ro

BUCHAREST

NOT BUDAPTEST





**WELCOME TO
NOT BUCHAREST!**

End the confusion on
bucharestnotbudapest.com

**NEM BUKAREST
KÖSZÖNTI ÖNT!**

A félreértésnek vége:
bucharestnotbudapest.com





**This computer is currently
in Bucharest (~~not Budapest~~)**

BUCHAREST
NOT BUDAPEST



end the confusion on
bucharestnotbudapest.com

ROM campaigning: Google



HOME YOUR OPINION CHANGE ROMANIA'S IMAGE SMART ROMANIANS

AWAKEN THEE, ROMANIAN! ON THE INTERNET.

HELP US PROVE THE WORLD THAT ROMANIANS AREN'T
SCUM, UGLY OR RUDE.

» CHANGE ROMANIA'S IMAGE

We have **161,730** smart searches

Other languages >>

Click and change

romanians are smart

romanians are **scum**
romanians are **ugly**
romanians are **rude**
romanians are **not white**

Click and change

les roumains sont intelligents

les roumains sont **des voleurs de poules**
les roumains sont **des voleurs**
les roumains sont **racistes**
les roumains sont **latins**

Click and change

romani sunt destepti

romani sunt **latini**
romani sunt **prosti**
romani sunt **padachiosi**
romani sunt **hoti**

**GOOGLE 'ROMANIANS ARE SMART' IN AS MANY LANGUAGES AS POSSIBLE
AND LET'S CHANGE ROMANIA'S IMAGE ON THE INTERNET.**

Mit látnak belőlünk online?

- Google
- Youtube
- Facebook
- Instagram
- Mindenféle egyéb

hungary

hotel

wikipedia

hotel budapest hungary

város

városnézés

szálloda

turisztikai

turizmus

látnivalói

városnéző



Budapest – Wikipédia
hu.wikipedia.org



Budapest - Wikipedia
en.wikipedia.org



Budapest – Destinations | TAP Air Portugal
flytap.com



Budapest | Mamaison Hotels & Residences
mamaison.com



- 🏠 Kezdőlap
- 🔥 Felkapott
- 📺 Feliratkozások

- 📺 Könyvtár
- 🕒 Előzmények
- 📺 Videóid
- 🕒 Megnézendő videók
- 👍 Kedvelt videók

- FELIRATKOZÁSOK
- 👤 Patrik the Hungarian ...
 - + Tallózás a csatornák ...

- TOVÁBBIÁK A YOUTUBE-RÓL
- 📺 YouTube Premium
 - 🎬 Filmek



George Ezra - Shotgun (Lyric Video)

279 M megtekintés • 2 évvel ezelőtt



Video produced by Paint Studios — Sign up to George's newsletter: <http://smarturl.it/EzraNL?IQid=yt> Sign up to George's ...



George Ezra - Budapest (Official Music Video)

194 M megtekintés • 6 évvel ezelőtt



Subscribe to George Ezra: <http://smarturl.it/GeorgeEzraYT?IQid=yt> Playlists: Wanted On Voyage ...



Budapest Airport - Security at the airport

92 M megtekintés • 8 évvel ezelőtt



Client: Budapest Airport Agency: White Rabbit Director: Otto Ritter - ritterotto.blogspot.com/ Art Direction: Kata Muller, Ambrus ...



Visit Budapest

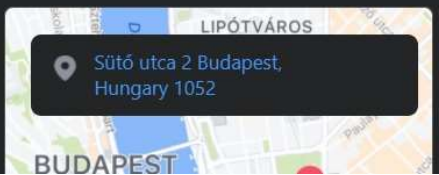
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Visit Budapest is at Fisherman's Bastion. 6h · Budapest ·

Let's say goodbye to winter with this lovely snowy picture of the Fisherman's Bastion ❄️ @visit_budapest_official on IG





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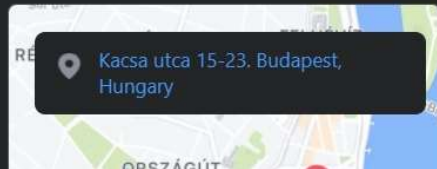
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Spice of Europe
13h ·



Köszönöm a figyelmet!

Dr. Papp-Váry Árpád



BUDAPEST
METROPOLITAN
UNIVERSITY



MAGYAR
MARKETING
SZÖVETSÉG



ORSZÁGOS
VÁROSMARKETING DÍJ