



The Blank Map

Problem

Copenhagen tourists rarely discover anything other than the main attractions.

Insight

Modern tourists want to have a sense of having discovered the city themselves rather than following the footsteps of other tourists.

Idea

VisitCopenhagen launches a blank tourist map to inspire tourists to discover the local Copenhagen.

Further Explanation

Tourists unfortunately go to the same main attractions with a city map pointing only in that direction. VisitCopenhagen wants to challenge that behaviour and make them seek out the local gems of Copenhagen.

In collaboration with Google Maps, VisitCopenhagen launches; The Blank Map. A new feature in the app blanking out the whole city... Making it reappear as you move around.

Along the way, notifications give you insight about the locals' favourites.

Everything from quiet oases... To vibrant bars.

The Blank Map gives you the opportunity to revisit your discoverings with Google Street View. The inbuilt geolocation shows your capturings as you go. And just like a holiday photo album you can share your journey with friends and family.

Copenhagen is constantly evolving. You can always come back and explore the changes on previous visits or uncover the blanks you might have missed.

To get the campaign started we simply promoted the feature on a tourist map with only one destination.