Concept

SPOTS OF COPENHAGEN

SPOTS OF COPENHAGEN is a graphic campaign that invites tourists to take a step outside the crowded city center, and promotes the benefits of finding their own spot in the outlying neighbourhoods of Copenhagen.

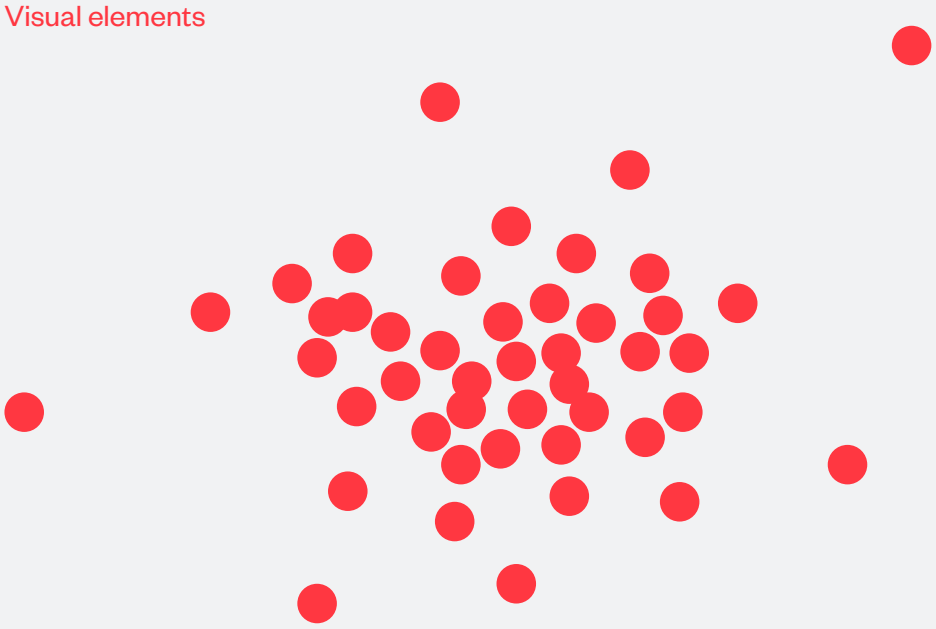
#FF3741

#FFFFFF

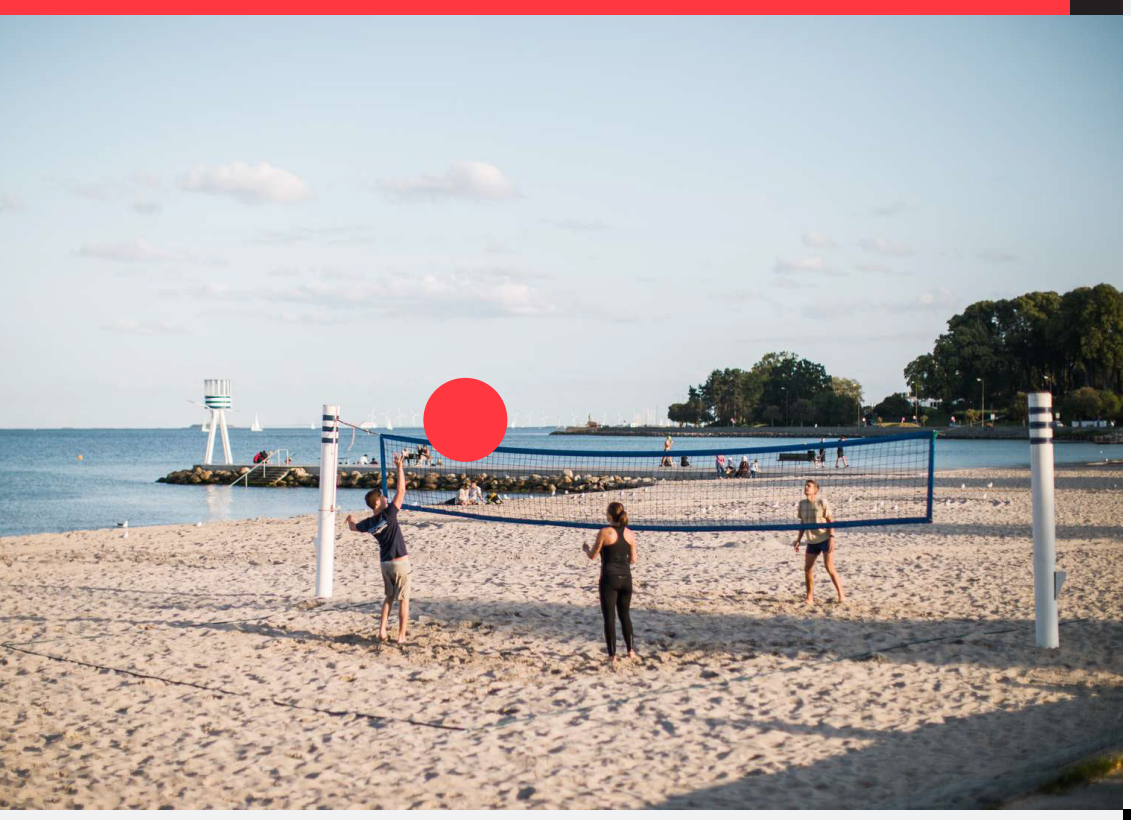
#F2F2F3

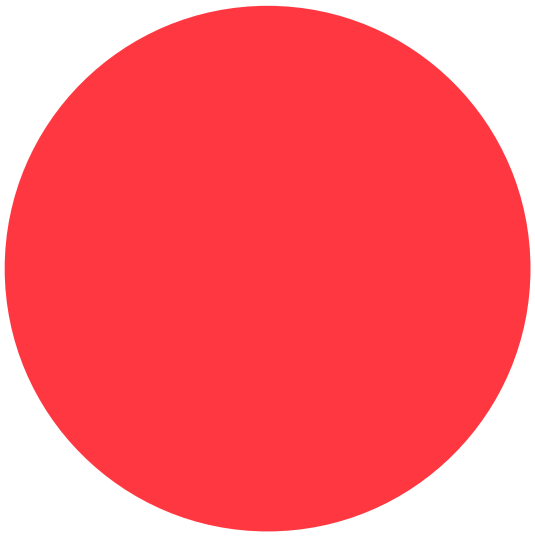
#231F20

Visual elements



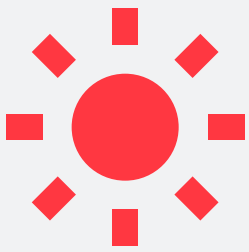
= Crowded spot



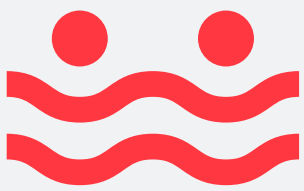


= Free spot

Icons



Sun spot



Swim spot

Skate spot

Hot spot

Lunch spot

Brunch spot

Dynamic campaign logo

SUPERKILEN
ENGHAVE PARK
KALVEBOD COMMONS
ASSISTENS CEMETERY
FREDERIK'S CHURCH
STRØGET
NYHAVN
CHRISTIANIA
FRB. GARDENS
JÆGERSBORGGADE
ABSALON CHURCH
SYDHAVNSTIPPEN
BELLEVUE BEACH

Explore Copenhagen beyond the crowded city center.
#FindYourOwnSpot

ENGHAVE

Explore Copenhagen beyond the crowded city center.
#FindYourOwnSpot

NORDHAVN

NYHAVN

SYDHAVN

Don't let the crowd block your view.
#FindYourOwnSpot

BELLEVUE BEACH

#FindYourOwnSpot

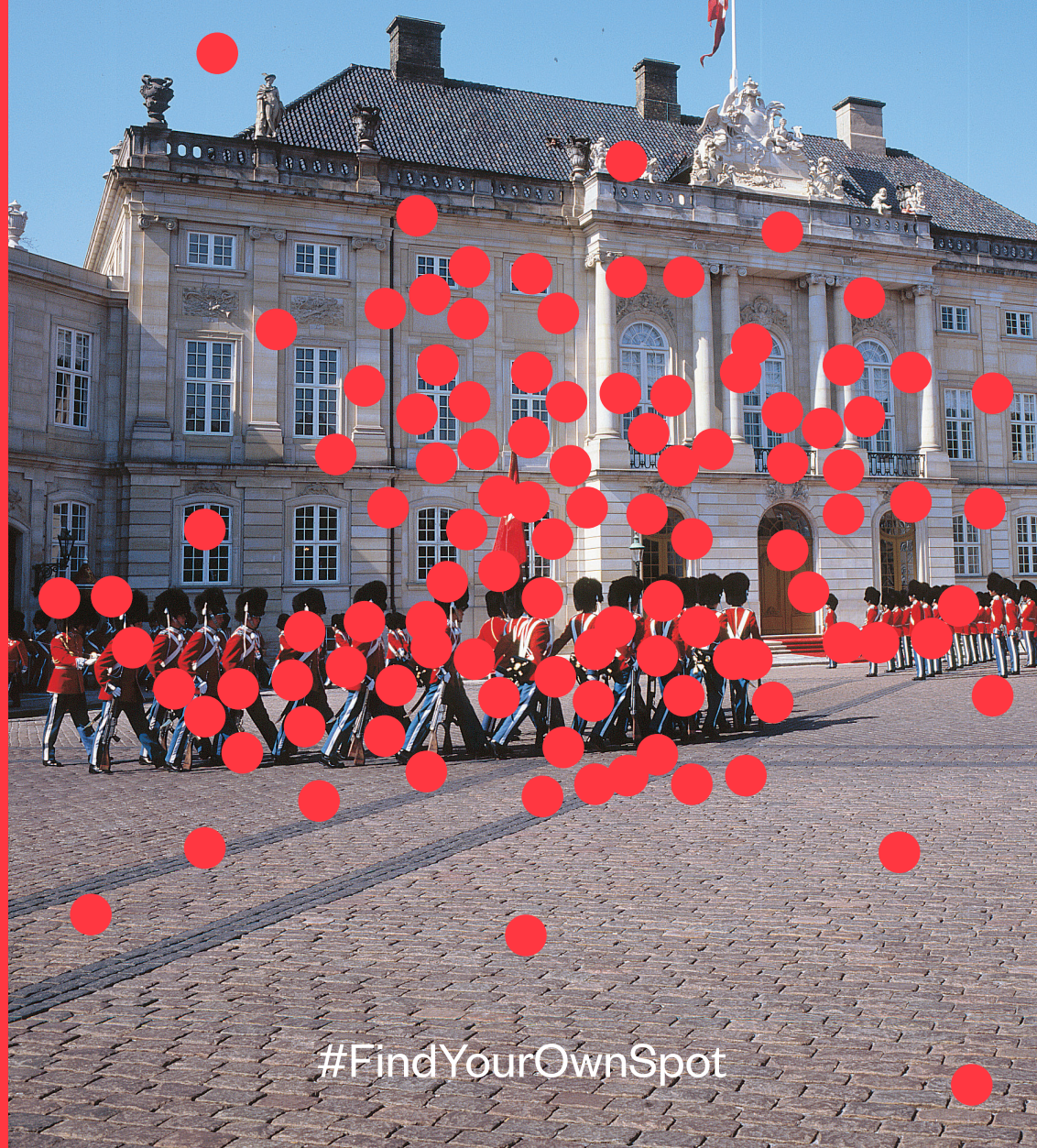
STRØGET

Don’t get lost in the crowd.
#FindYourOwnSpot

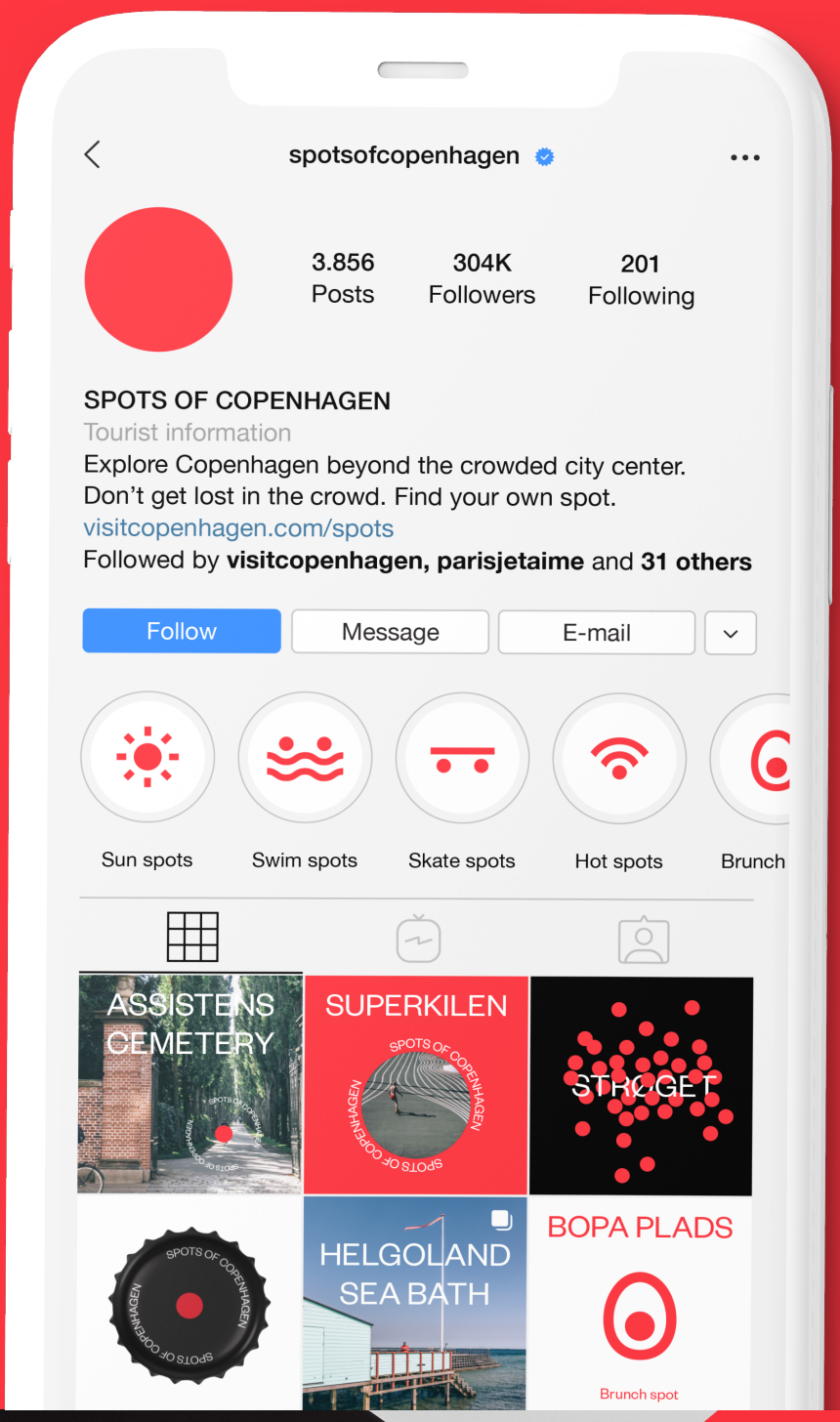
NØRREBRO

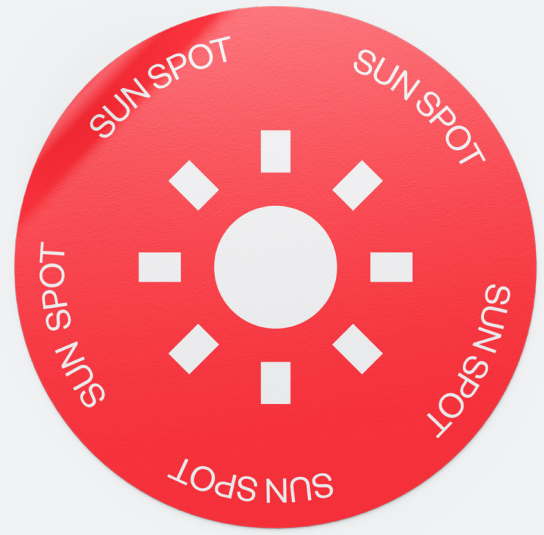
Explore Copenhagen beyond the crowded city center.
#FindYourOwnSpot

DON’T LET THE CROWD BLOCK YOUR VIEW



#FindYourOwnSpot


spotsofcopenhagen
3.856
Posts
304K
Followers
201
Following
SPOTS OF COPENHAGEN
Tourist information
Explore Copenhagen beyond the crowded city center.
Don’t get lost in the crowd. Find your own spot.
visitcopenhagen.com/spots
Followed by visitcopenhagen, parisjetaime and 31 others
Follow
Message
E-mail
Sun spots
Swim spots
Skate spots
Hot spots
Brunch
ASSISTENS CEMETERY
SUPERKILEN
STRØGET
HELGOLAND SEA BATH
BOPA PLADS
Brunch spot


SUN SPOT
SUN SPOT
SUN SPOT
SUN SPOT
SUN SPOT

SPOTS OF COPENHAGEN
SPOTS OF COPENHAGEN

Lunch spot
Swim
ENGHAVE PARK
SPOTS OF COPENHAGEN
SPOTS OF COPENHAGEN
Sun spot
BOPA PLADS
SPOTS OF COPENHAGEN
BELLEVUE BEACH
Swim spot
THE RED SQUARE