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## BERLIN 365/24

- [www.365-24.berlin](http://www.365-24.berlin)
- Over 100 Berlin events and campaigns worldwide
- Social media reach of over 1.5 million users
- 2017 with a new campaign magazine and new online event calendar

### BERLIN 365/24 - Berlin's new cultural campaign

#### How can you find a common denominator for Berlin?

What neatly sums up that Berlin feeling drawing millions to Germany's capital city every year? How can you effectively promote Berlin, addressing cultural tourists as well as young revellers and sports fans – and do that around the world?

That takes a phrase understood everywhere combined with strong visual language to create a communication pattern. And that is exactly what BERLIN 365/24 does. It conveys a vibrant message: Visiting Berlin is well worth it, every hour of every day of the year.

#### Promoting Berlin's events and cultural sector worldwide

Berlin is a world city for culture and events, with an impressive spectrum of diversity and creativity between mainstream and niches. Thanks to their expertise in culture and tourism, visitBerlin and Kulturprojekte Berlin ensure that the city's marketing benefits from the right synergy between these two areas. Building on hugely successful events and their accompanying campaigns, for example, for the 25th anniversary of the fall of the Wall in 2014, visitBerlin and Kulturprojekte Berlin have developed a marketing

initiative with the claim BERLIN 365/24 to give the city's cultural and event sector global visibility. The objective is to further strengthen (cultural) tourism in Berlin and attract a steadily growing audience for the city's varied cultural attractions - from blockbuster events to small, independent venues.

### **An effective global profile**

Only launched in February 2016, BERLIN 365/24 has already provided the framework for hundreds of successful activities in cultural and event communication. These hone Berlin's profile, enhance its global visibility and significantly contribute to our promotion of the city.

More [here](#).

**[about.visitBerlin.de](#)**