

New Berlin campaign raises awareness of Corona rules

- Campaign aims to win over visitors and restaurateurs for the hygiene



© visitBerlin, Foto: Dirk Mathesius

Wirtschaftssenatorin Ramona Pop (m.), visitBerlin-Chef Burkhard Kieker (l.) und Präsident des DEHOGA Berlin Christian Andresen (r.) präsentieren Kampagnen-Motive am 14. September 2020

Berlin, 14. September 2020 Bring Berlin safely through autumn and winter. This is the aim of the new awareness campaign for the corona rules in Berlin. Compared to other metropolises worldwide, Berlin has so far come through the infection process relatively

well. To ensure that this remains the case in the coming months, the Senate Department for Economics, Energy and Businesses has launched a campaign together with visitBerlin. All Berliners and visitors as well as the catering trade are to be sensitised to maintain Berlin as a safe destination - in their own interest.

Ramona Pop, Senator for Economics, Energy and Businesses: "Day after day, the restaurateurs make sure that Berliners and guests feel welcome and safe in our city even in times of crisis, that they can enjoy culinary diversity and that Berlin remains worth living in for everyone. We must not jeopardise the successes we have achieved so far in dealing with the pandemic - to which the restaurateurs also contribute every day. Together we will get Berlin safely through autumn and winter. With the new campaign, which is aimed at Berliners, guests of the city and restaurateurs alike, we want to use Berlin humour to draw attention to the rules of distance and hygiene.

Burkhard Kieker, CEO of visitBerlin: "Berlin's range of interesting restaurants, bars and pubs is legendary. We would like to preserve that together. The raised index finger does not go down well in Berlin. That is why we want to pick up the Berliners with their own dry humour".

The launch will take place this week on digital billboards. Locations include Warschauer Strasse, Rosenthaler Platz, Hackescher Markt, Kastanienallee and Alexanderplatz.

A first selection of the slogans can be found on our press website (in German). In addition, the central players are addressed directly and personally together with the relevant industry representatives. In this way, the health of restaurateurs and guests will continue to be protected.

Useful Downloads

Downloads

- [New Berlin campaign raises awareness of corona rules \[.pdf 682.28 KB\]](#)
- [Foto 1 Pressetermin Ramona Pop, Burkhard Kieker und Christian Andresen präsentieren Kampagnen-Motive \[.jpg 978.69 KB\]](#)
- [Foto 2 Pressetermin Ramona Pop, Burkhard Kieker und Christian Andresen präsentieren Kampagnen-Motive \[.jpg 1.17 MB\]](#)
- [Motiv 1 \[.jpg 672.79 KB\]](#)

- Motiv 2 [.jpg 579.1 KB]
- Motiv 3 [.jpg 551.8 KB]
- Motiv 4 [.jpg 513.28 KB]
- Motiv 5 [.jpg 602.5 KB]

**UCH NACH 5 BIER
EICHT ZU MERKEN:
BSTAND WASCHEN.
ÄNDE TRAGEN.
IASKE HALTEN.**

halten die Corona-Regeln ein,
so unsere Lokale offen bleiben.

BERLIN

**ICH.
EDIENUNG
DEINE
FONNUMMER.**

Corona-Regeln ein,
so offen bleiben.

BERLIN



**IBERTÉ. EGALITÉ.
CHARITÉ?
IEBER ABSTAND
HALTEN.**

halten die Corona-Regeln ein,
so unsere Lokale offen bleiben.

BERLIN

**MASKE AUF.
ONST
OKAL ZU.**

halten die Corona-Regeln ein,
so unsere Lokale offen bleiben.

BERLIN

**BSTAND HALTEN.
SONST IST DEINE
SAMMELKNEIPE SCHNELLE
NICHT ALS DU.**

Halten die Corona-Regeln ein,
so unsere Lokale offen bleiben.

BERLIN

Rela



© XI DE SIGN

Unsere Initiative zum Einhalten der Corona-Regeln

Bestellen Sie hier Ihr Starter-Kit

[weiterlesen](#)

[View PDF](#)

about.visitBerlin.de