

#UKiconicprojects

Goals, set-up & how to participate

A black and white photograph of the interior of a restaurant, likely Harrods, featuring ornate chandeliers, tables set with glassware and plates, and a curved bar in the foreground. A large red diagonal graphic is overlaid on the image.

UMDASCH
STOREMAKERS
Harrods
London

A black and white photograph showing a large-scale solar roof installation on a building, with solar panels mounted on a complex metal framework. A large red diagonal graphic is overlaid on the image.

FRONIUS UK
Solar roof installation
King's Cross station

March 2024

#UKiconicprojects

Goals

- ✓ **Showcase & tell your story**
UK business, politics and media should know more about your contribution to iconic projects, your brand and capabilities. Let`s raise awareness together!
- ✓ **Feature fantastic partners & projects**
Austrian business together with its clients and partners has been responsible for a number of iconic projects in the UK. Too often it is lost how much of “Austria“ is contained therein.
- ✓ **Show Austria`s surprisingly ingenious economy**
Hidden champions, unrivalled expertise, cutting-edge technologies and green credentials: Too little is known about the other beautiful side of Austria among UK audiences.



WAAGNER BIRO
Great Court,
British Museum

#UKiconicprojects

Set-up

✓ **Hall of fame**

Your company project is shown through an impressive visual representation on a large print in the Austrian Trade Commission in London attracting the views of hundreds of visitors.

✓ **Video story**

You tell the story behind the project together with your UK client or partner in an interview setting. You engage audiences highlighting challenges as well as your company's values and USP. Stock footage or filming on site shows the viewer your #Ukiconicproject.

✓ **Channels**

A short video is published on the Austrian Trade Commission's LinkedIn channels, a longer version together with a brief project summary on www.advantageaustria.org/gb. Please promote on your online channels.



RED BULL
Soapbox Race
Worldwide

#UKiconicprojects

How to participate

✓ **What you get**

A large print of your image in an impactful format and a video story both prepared by our designers ensuring a highly professional presentation.

Participation in #UKiconicprojects engages UK audiences and motivates your team.

✓ **What we need from you**

We require a suitable photograph of professional quality (original RGB color space, highest resolution) showcasing your actual #UKiconicproject. We also need you and possibly your client or partner for a short interview telling the story behind the project at the project location, your office or the Trade Commission. High-quality stock footage of the project helps, as does your active promotion of the final video story. Your 1-2 page summary about the project is published online for further reading.

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How to participate

✓ **No fine print**

Participation is not associated with any cost. The final print and video is approved with you.

Copyrights for the final poster and video remain with the Austrian Trade Commission in London including the right of adaptation, reproduction and right of use (e.g. in print publications, video edits). No commercial activity is associated with the #UKiconicprojects programme.

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Be part of it!



For any questions please refer to

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