




Brand Platform	Amerikalinjen	
<p>Category What we are</p> <p>We are an urban boutique hotel. Our incredibly accessible location allows our guests easy and immediate access to everything Oslo has to offer. Surrounded by many large chain hotels, we offer a clear alternative at a premium price.</p>	<p>Differentiation How we distinguish ourself</p> <p> What we own in peoples mind The best place to start discovering Oslo. This is where opportunities begin.</p> <p> How we stand out in the market Built on our unique story, we offer a lively, high variety and highly personalised experience. Our hotel is the starting point for the ultimate Oslo experience. No two guests experiences are alike.</p>	<p>Archetype The main reason people are motivated to have a relationship with us and the others</p> <p>Adventure is a means of enlightenment, and the Explorer is focused on self-discovery and self-sufficiency. Explorer brands are often ground-breaking or pioneering. Any brand, in any industry, that veers off the beaten path and forges its own, is tapping into Explorer tendencies. Nonconformity is one of the hallmarks of an Explorer brand.</p>
<p>Role The role we play in the market</p> <p>We will be as brave as the first travellers who sought new possibilities back in the 20's. We will break the mould of boutique hotels in Oslo.</p>	<p> How we compete in our category</p> <p>Character: Norwegian privateness, American warmth. Size: 122 meticulously designed rooms & suites. Location: All roads lead to Amerikalinjen. Oslo's most "easy access" hotel.</p> <p>Individuality: Proud heritage, re-inspired and reimagined Culture: Enthusiastic, honest, inspired. Design: Eclectic mix with Scandinavian and American overtones.</p> <p>Service: Attentive. A step ahead. Warm. Clientele: Experienced hunters and explorers. Gastronomy: A range of gastronomy including a Brasserie, a cocktail bar, a garden and a club.</p>	<p>Identity Who we are</p> <p>Our physical attributes and personality Warm, eclectic, inspiring and off-beat</p> <p>What we are to them. Our relationship and our culture and values Wanderlust, wonder, enthusiasm, honesty</p> <p>Who they see themselves as when we are together and what we contribute to their self image Adventurous guests on their own paths. Non mainstream travellers. More interested in experiencing than being pampered, but expect a high level of service.</p>