»Alles Hanse«
The European Hansemuseum's 2024 Annual Campaign

EUROPÄISCHES HANSEMUSEUM

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WHO WE ARE

EUROPÄISCHES HANSEMUSEUM

About the Museum

The European Hansemuseum Lübeck (EHM) brings Hanse history to life in a unique setting that combines a modern museum with the medieval castle friary. Opened in 2015, it connects current research with engaging storytelling and explores how trade, networks and economic exchange continue to shape Europe today.

THE CAMPAIGN

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The Challenge

The European Hansemuseum Lübeck wanted to show holidaymakers and people across the Baltic Sea region that the history of the Hanse is not just a medieval topic, but one that still resonates today. At the same time, the museum aimed to strengthen recognition of its visual identity and reach audiences with little or no prior knowledge of Hanse history.

The Solution

Together with the design agency Heine Lenz Zizka Projekte, the museum developed its 2024 annual campaign: »Alles Hanse«

The campaign connects medieval Hanse history with contemporary issues through humour, surprising associations and a bold use of the museum's corporate design.

Its short, highly visible headlines were designed to be understood at first glance:

DIE HANSE WAR EINE ERFOLGSGESCHICHTE. BIS SIE GESCHICHTE WAR.

The Hanse took part of a history of success – until it became history itself.

DIE HANSE EXPORTIERTE VIELES. SOGAR DAS PLATTDEUTSCH.

The Hanse exported many things – even Plattdeutsch.*

*Plattdeutsch is the traditional Low German language of Northern Germany.

DIE HANSE WAR VORDENKERIN DES CAR-SHARING. ALLERDINGS MIT KOGGEN.

The Hanse pioneered car-sharing – only with cogs.

Each motif ends with the recurring claim ***»Alles Hanse«*** which is the campaign's distinctive brand line and means *»Hanse galore«*.
The motifs appeared throughout 2024 on posters, social media and in print advertising.

QR codes featured across the campaign materials lead to dedicated mini-websites, known as Xplayners. Each Xplayner provides more in-depth information on one of the campaign's key topics. The content is visually presented and, in some cases, animated. Three Xplayners have been produced:

Erfolgsgeschichte	https://erfolgsgeschichte.hansemuseum.eu/
Plattdeutsch	https://plattdeutsch.hansemuseum.eu/
Car-Sharing	https://carsharing.hansemuseum.eu/

DB Leerfahrt
DIE HANSE WAR VORDENKERIN DES CAR-SHARING.
ALLERDINGS MIT KOGGEN.*
*Mehr über die Hanse erfahrt ihr im Europäischen Hansemuseum Lübeck. hansemuseum.eu
EUROPÄISCHES HANSEMUSEUM
Alles Hanse.
SE WR 2009

The campaign was extended through carefully selected local partnerships. At the historic restaurant Schiffergesellschaft, beer mats referred to its original Hanseatic seating booths, known as *Gelage*.

DIE HANSE ERFAND DAS GELAGE.
SIE SITZEN GERADE DRAUF.
The Hanse invented the Gelage.*
And you are sitting on one.

*Gelage is a German term with a double meaning: it refers both to a lavish feast and to the historic dining booths in which such gatherings took place.

A partnership with a local car-sharing provider similarly connected maritime Hanse trade with modern mobility.

DIE HANSE WAR VORDENKERIN DES CAR-SHARING. ALLERDINGS MIT KOGGEN.

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The Results

»Alles Hanse« created a flexible campaign system that could be adapted across media, occasions and partnerships. It made Hanse history immediately recognisable, accessible and relevant, while strengthening the museum's brand presence across the city and the wider region. The campaign also opened up new points of contact beyond the museum itself and enabled partner institutions to communicate Hanse history in authentic and memorable settings.

4× BRONZE — PUBLIC MARKETING AWARDS 2025

Originality · Storytelling · Design · Media Integration

FROM CAMPAIGN TO BRAND PLATFORM

EUROPÄISCHES HANSEMUSEUM

How »*Alles Hanse*« grew beyond a one-year campaign

2024 Launch ;-)

2025 Evolve

The visual and verbal concept was deliberately developed further for the museum's tenth anniversary. »*Alles Hanse*« also inspired educational formats that invited young audiences to discover how Hanse history remains present in everyday life.

Hanse Socke
Hanse Socke
Hanse Socke

YEAH!

EUROPÄISCHES HANSEMUSEUM

EUROPÄISCHES HANSE MUSEUM
WIR WERDEN 10!
FEIERT MIT UNS!
WIR WERDEN 10!
Fernverkehr

2026 Expand and embed

In summer 2026, »*Alles Hanse*« continues with two new campaign motifs. They build on the established principle of combining historical facts with bold contrasts and an unexpected twist. This time, the campaign also highlights the ambivalence of Hanse trade — its wealth and cultural exchange, but also its darker consequences.

DIE HANSE HATTE FREUDE AM PROTZ.
UND ANGST VOR DER HÖLLE.
The Hanse had a taste for splendour.
And a fear of hell.

DIE HANSE BRACHTE FEINE SEIDE.
UND DIE PEST.
The Hanse brought fine silk.
And the plague.

2026 Expand and embed

At the same time, »*Alles Hanse*« is becoming increasingly embedded in the museum's visitor experience and internal brand culture through staff clothing, badges and lanyards. The campaign is therefore not only being continued, but gradually becoming a visible and lived expression of the museum's identity.

The Impact

What began as an annual campaign has evolved into a flexible and living brand platform. It has created recognisable communication across channels, opened up authentic points of contact beyond the museum and connected Hanse history with contemporary urban life.

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