



Communication design

Employ feelings to move minds

Communication design – encompassing advertising, branding, graphic design, typography design, packaging, and digital design – is one of the dominant design disciplines in Denmark by the number of employees and professionals. Developing brand loyalty, market share, employee satisfaction, and human behaviour through communication demands creative solutions.



The Danish communication design industry is defined by a mix of mid-size, professional agencies, individual businesses, freelancers, and experts that circulate between clients and agencies to provide services. This creates an inspiring creative environment where cooperation across professional disciplines is the name of the game.

In Denmark, agencies and teams are typically small, and budgets are even smaller, so the teams must be more agile and their ideas stronger.

Communication professionals in Denmark make creativity an enabling force in everything from customer experience to wayfinding in airports to book design, digital communication and storytelling, branding and marketing, and utilise communication as a tool to achieve greater goals.

Some say communication is the 18th UN Sustainable Development Goal, and the Danish



Communication Design industries have taken on the challenge of moving behaviour in a more sustainable direction.

The Danish creative DNA is evident in the approach to communication design.

Danish values such as authenticity and trustworthiness are combined with the tradition of a trading nation to make deals and get the job done. Curiosity when it comes to understanding people translates into a knack for meeting target groups' needs and challenging them with new and quirky solutions. Wrapped in a strong tradition for quality and aesthetics, the Danish Creative DNA is especially strong among Danish graphic designers and design agencies, placing them among the best in the world.

Explore cases from the Danish communication design industry at www.creativedenmark.com



Communication design

Employ feelings to move minds

Danish communication design in numbers

WORKFORCE
18,025

EXPORT
€532m

REVENUE
€2.31m

Export growth
in m EUR

