“Colombia, the risk is wanting to stay” works from two poles: it defeats the foreigner’s fear in coming to Colombia by changing the paradigm from “I do not want to go to Colombia” to “I do not want to leave Colombia”. Additionally, it works on references provided by foreigners who came to Colombia and have not wanted to go back.

Beginning July 21, 2009 and for one week, the commercials of the “Colombia, the risk is wanting to stay” campaign will be seen in six Cinehoyts, Parque Arauco, and La Reina movie theaters just before the projection of the Harry Potter film.

{rokbox title=|Colombia, the only risk is wanting to stay|}images/stories/turistainternacional/Colombia/noticias/modelo_triangulo.jpg{/rokbox}

Colombia, the only risk is wanting to stay

A record number of viewers is foreseen. Aside from being shown with a blockbuster movie, it is high vacation season.

Between 1,500 and 1,900 viewers are expected at each showing, and there will be 30 showings a day. A week later, the videos will be seen in six more theaters.

“Colombia, the risk is wanting to stay” is a high-impact campaign in response to a difficult public order situation that is part of the country’s reality.

As a message, the slogan activates the country commercially and involves real testimonials of foreigners who came, fell in love, and stayed in Colombia.

Today, the campaign has important commercial references, CNN International, Fox, Fox Noticias, Google, and National Geographic among them… praise is high.