

Italian Stereotypes

Views on Germans and Swedes

Made by the Italian team for Coburg March 2024

Germans are

01

punctual

03

organized

02

disciplined

04

hardworking

Swedes are

01

tall

03

reserved

02

blonde

04

innovative

Germans love



01

Beer

02

Sausages

03



Environment

Swedes love

01



Nature

02



Design

03

Privacy

Italians associate Germans to these brands

Volkswagen

BMW

Adidas

Siemens



Italians associate Swedes to these brands

IKEA

Volvo

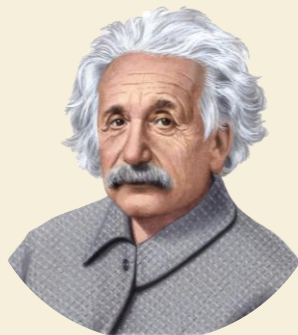
H&M

Spotify

German celebrities famous in Italy



Ludwig van Beethoven



Albert Einstein



Michael Schumacher

Swedish celebrities famous in Italy



ABBA



Zlatan Ibrahimović



Björn Borg



THANKS!

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