

OTTO SVERDRUP – The ‘Norwegian’ Explorer Unwavering leadership in the face of adversity

- a Norwegian hero to the core
- a story of uncelebrated success

Otto Sverdrup embodies the cultural ethos of what it means to be Norwegian as no other explorer. Due to a lack of unnecessary drama and his quiet nature, Sverdrup’s astounding polar achievements and peerless feats of leadership remain unheralded. Sverdrup never sought the spotlight, instead he focused on the ingredients necessary to attain expeditionary success: planning and preparation, steadfast leadership in critical situations, the cultivation of a highly functional team, and a safe return home.

Sverdrup’s accomplishments:

- **First crossing of Greenland:** team member with Fritjof Nansen, including famous ice flow all-night watch to save the team.
- **The Fram:** Oversaw construction of the legendary polar ship
First Fram Expedition: Captain – 4 years frozen in the Arctic Ocean
Second Fram Expedition: Expedition Leader – discovered & mapped over 150,000 km² what is today northernmost part of Canada, 4-year expedition
- **Fram Museum:** personal quest to create the famous Fram Museum
Several successful rescue missions to save other endangered expeditions.

Sverdrup’s story is inspiring for all the right reasons. His methods can provide a road map to achieve success in any challenge. His story also represents an untapped resource for marketing and brand promotion. For decades Norwegian companies have intelligently positioned Norway’s celebrated polar heroes. The polar heroes’ image and essence creates an unmatched brand identity and a powerful connection with Norwegian culture. Two thousand and eleven marked the 100th anniversary of Amundsen’s South Pole triumph, now it is time to tell a new, fresh story—the story of Otto Sverdrup.

We propose to launch the Sverdrup brand through the coordinated use of multiple outreach channels. The New Land Expedition and Otto Sverdrup’s story will be the common thread linking the following outlet projects:

- New Land Expedition television documentary, following the footsteps of Sverdrup.
- Otto Sverdrup television documentary
- New Land 2013 Expedition blog
- Publication of Otto Sverdrup biography
- Publication of book on the Second Fram expedition and the history of the Sverdrup Islands.
- Otto Sverdrup exhibit at the Fram Museum and on tour
- Use of Otto Sverdrup image by your company in marketing, branding Otto Sverdrup product line by expedition sponsors



Otto Sverdrup and his iconic beard.

"In my opinion Otto Sverdrup was the most competent and practical off all the Norwegian explorers of that era. Being both shy and humble, he was satisfied with taking a back seat and was, of course, greatly overshadowed by other Norwegians like Nansen and Amundsen. However, from my own personal experience in the Arctic I consider that Sverdrup was the greatest of the three men."

– Henry Larsen, Canadian/Norwegian Captain

