

Regional branding

# Province of West Flanders

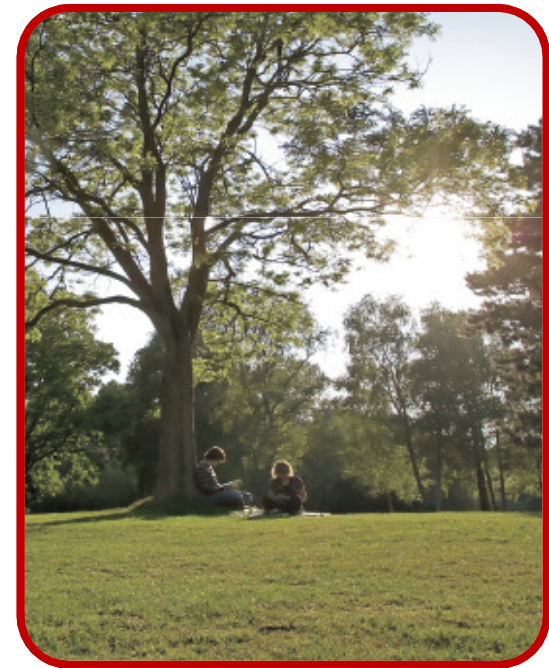
*Driven by people*



Genieten. Het zit in ons.

# One province, three challenges

- Top region for recreation '*Enjoyment. It's us*'.
- Enterprising region '*For Enterprise. It's us*'.
- A quality region '*Quality. It's us*'.



Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- National media campaign
- Cooperation with the department of tourism (Westtoer) and the provincial services for Sports and Culture
- The central message in the campaign:  
*West-Flanders is a region that has unique recreational offers and accommodation possibilities on the Coast, Greater Bruges, Westhoek and the Leie Region.*



Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

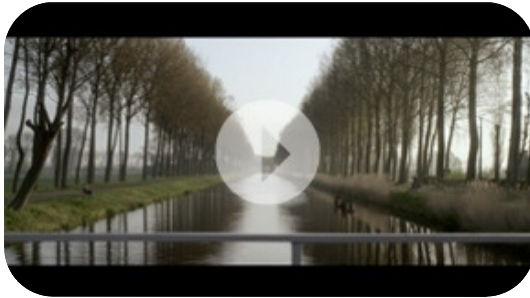
- External communication (may 2010)
  - TV-commercials (national media)
  - Press conference
  - Advertising in local media
  - YouTube, Facebook, ...
  - Posters
  - Website and e-cards
  - Roll-up-banners
- Internal communication
  - (digital) news letters
  - Internal magazine
- Monitoring (June 2010)



Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- The TV-commercials



Greater Bruges



The Coast



The Westhoek



The Leie



Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.



# 2010: 'Enjoyment. It's us.'

- Monitoring
  - June 2010
  - Computer Aided Telephone Interviewing
  - 400 people of West-Flanders
  - Between 15-75 years
  - Representative for West Flanders (age, gender and region)
- Results
  - Recall of the campaign
  - Appraisal of the four TV-commercials
  - *(Effect of the campaign)*
  - Knowledge of West Flanders
  - Attitude
  - *(Use of the media)*

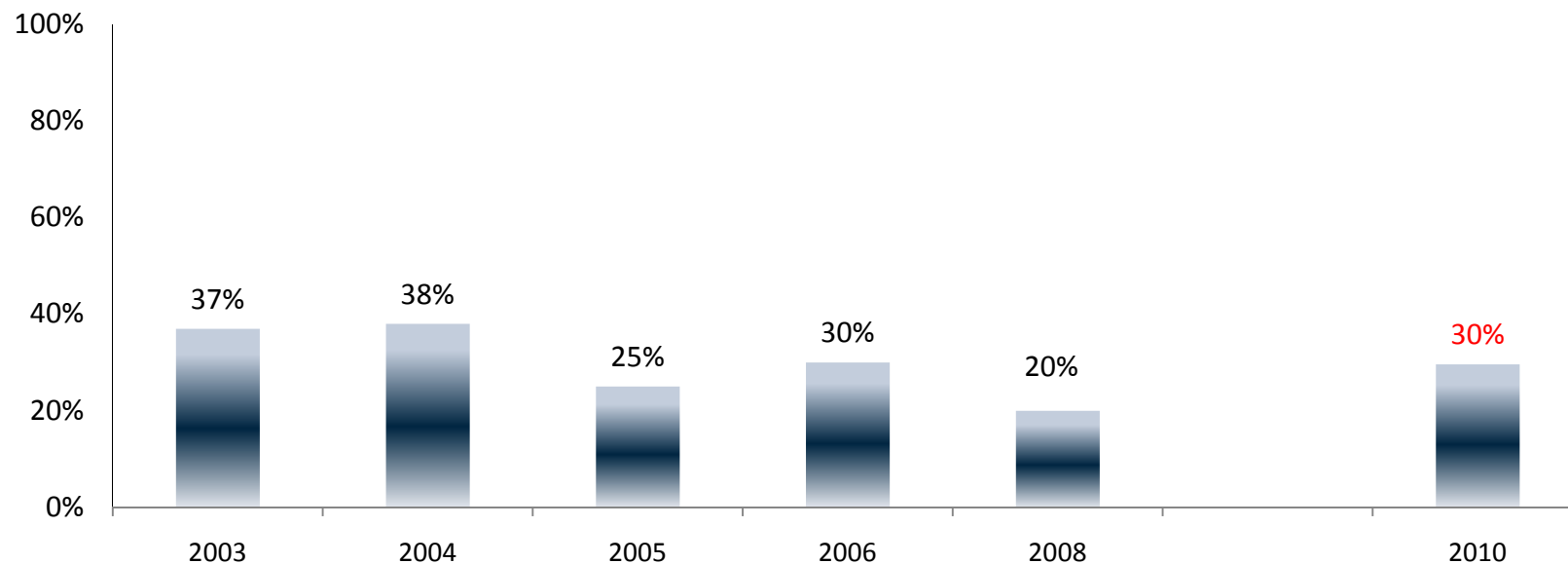


Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- The spontaneous recall of the campaign
  - *How many people of West Flanders saw any publicity of the Province of West Flanders during the last month?*



10% saw the campaign 'Enjoyment. It's us'.



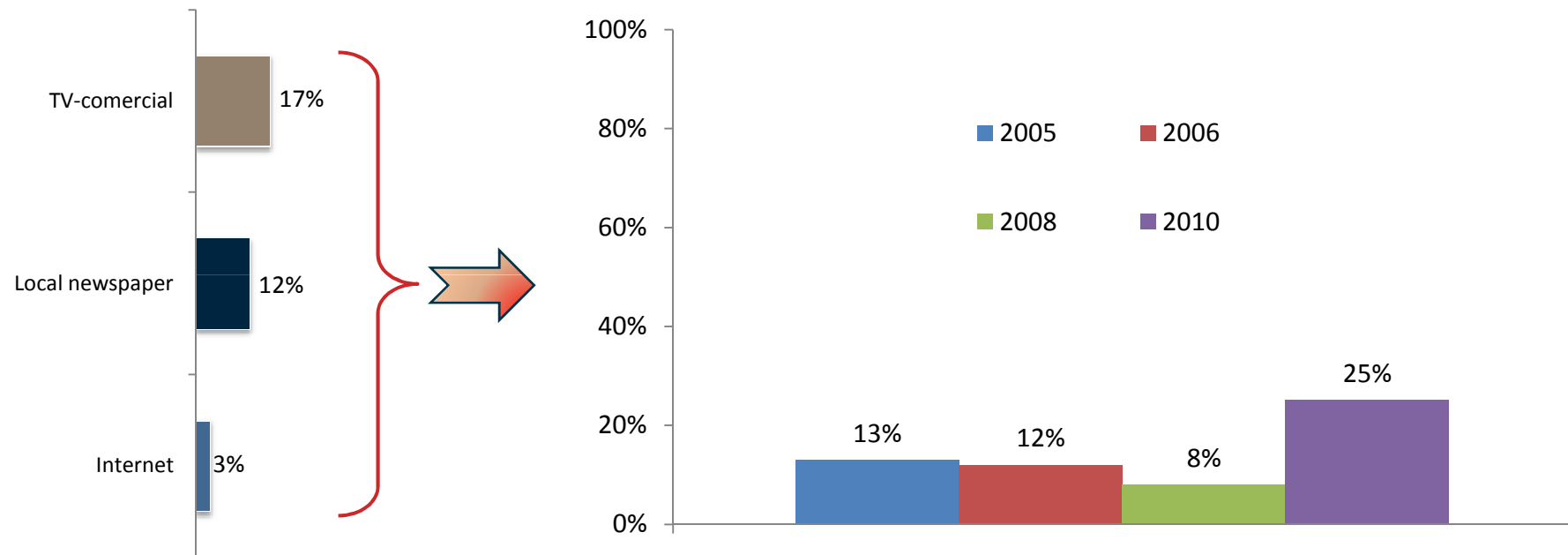
Provincie  
**West-Vlaanderen**  
Door mensen gedreven



Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- The total recall of the campaign
  - How many people of West Flanders saw the campaign 'Enjoyment. It's us'.



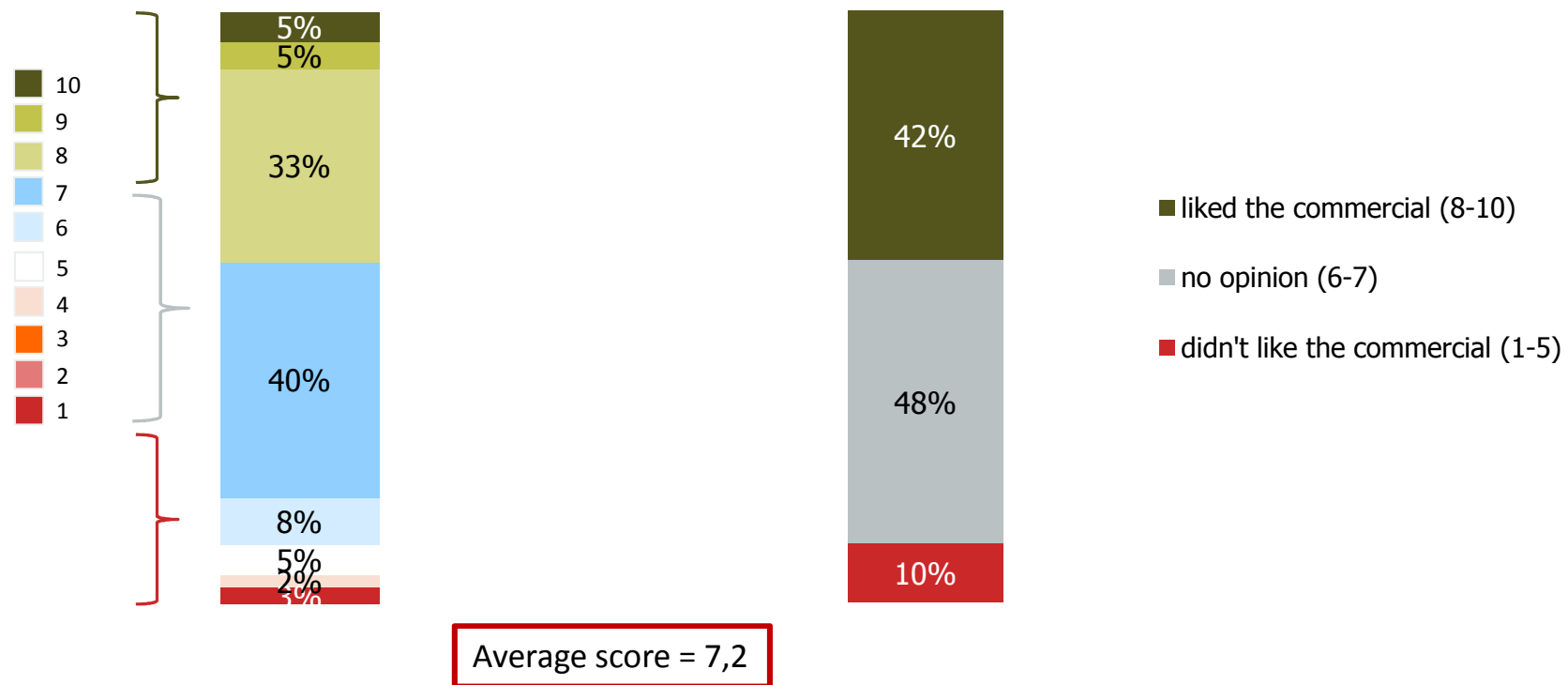
Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.



# 2010: 'Enjoyment. It's us.'

- Appraisal of the four TV-commercials
  - In general, what did you think of the four TV-commercials? U can give a score of 1 to 10.*

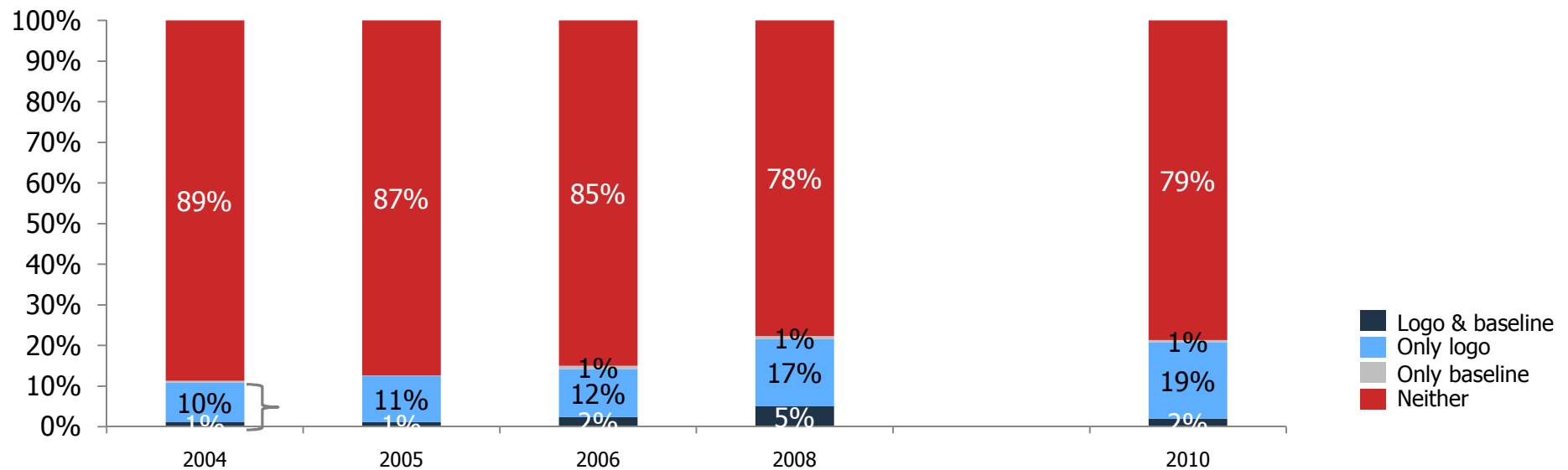


Provincie  
West-Vlaanderen  
Door mensen gedreven

Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- Knowledge of West Flanders
  - Can you describe the logo of West Flanders?  
Do you remember the baseline that goes with that logo?*



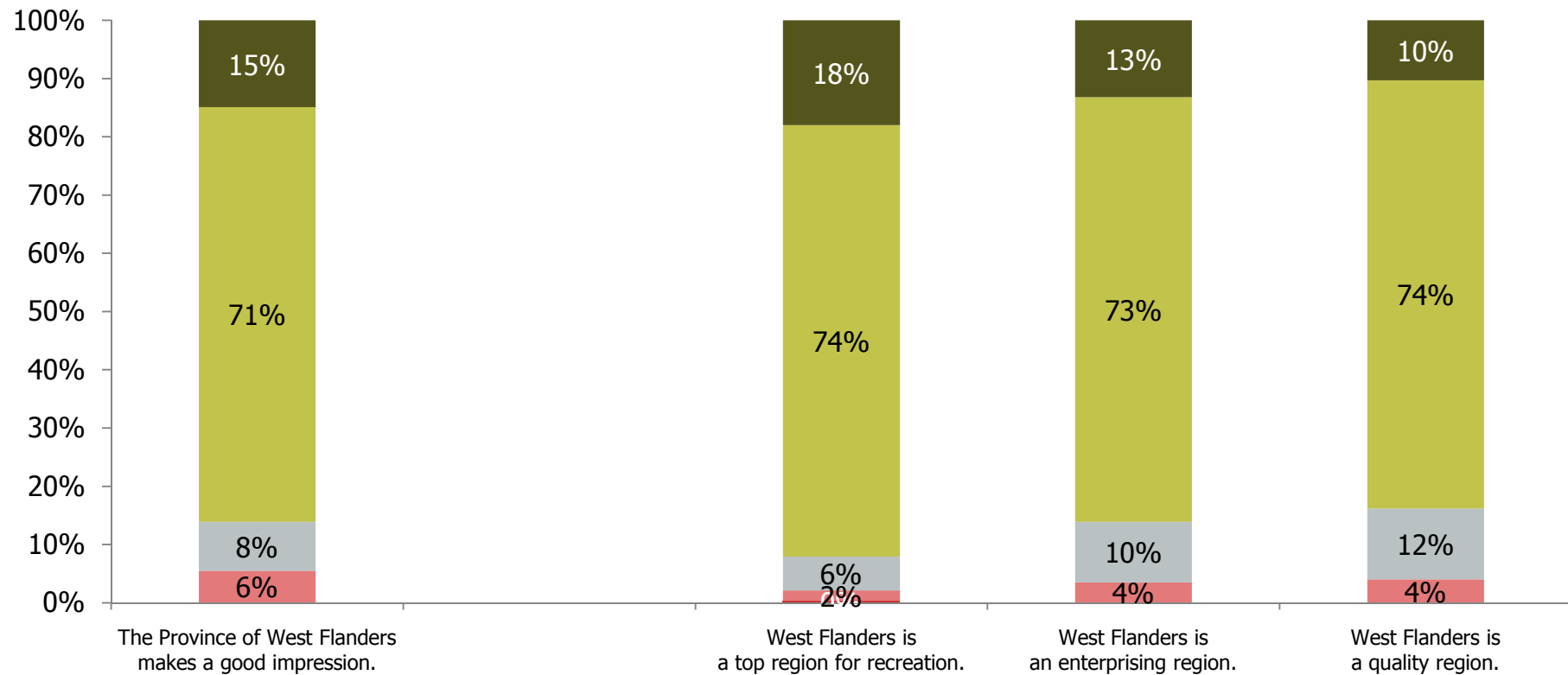
Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- Attitude

- *Do you agree on the following statements?*

Entirely agreed  
Agreed  
No opinion  
Not agreed  
Not at all agreed



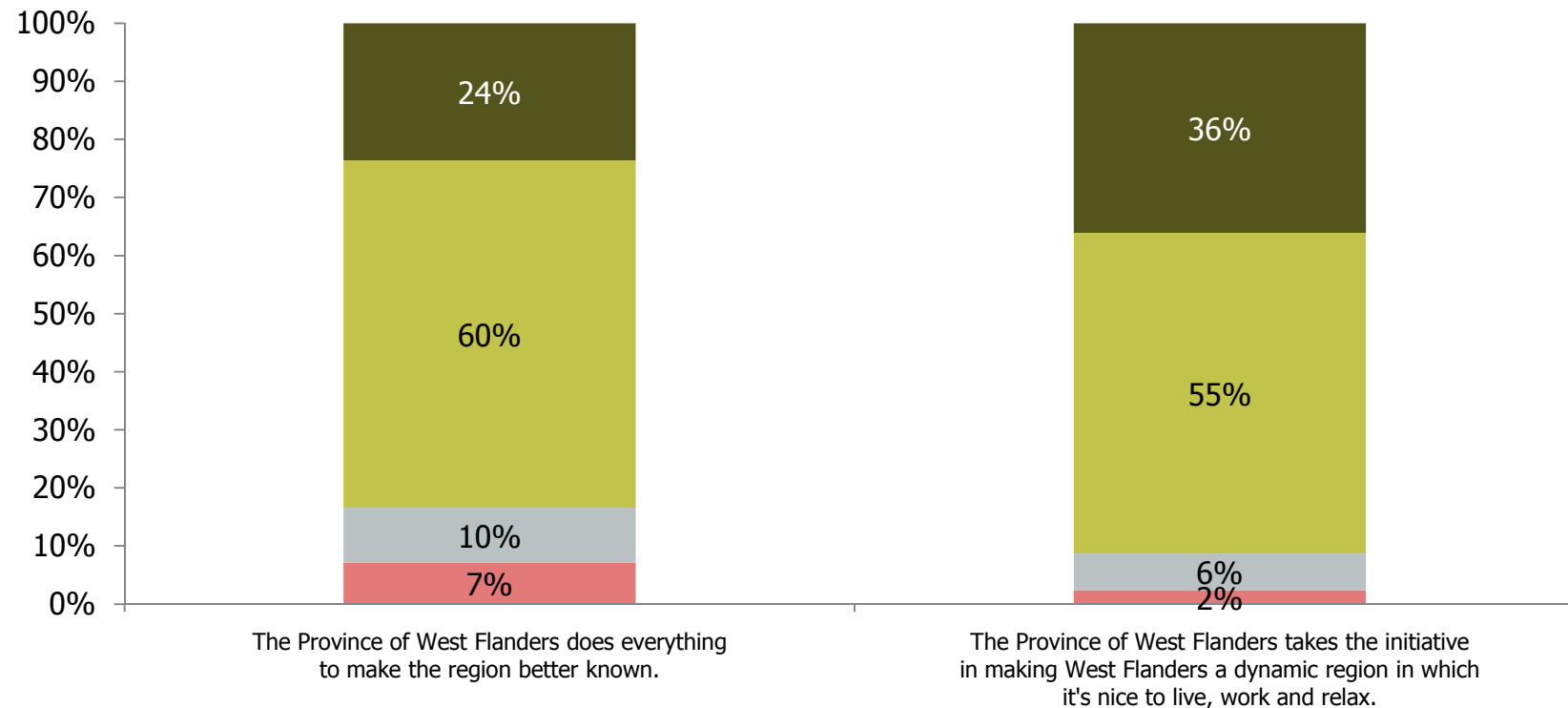
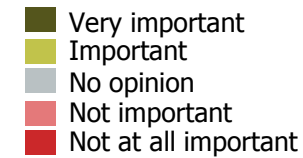
Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'

- Attitude

- *Do you find these issues important?*



Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.

# 2010: 'Enjoyment. It's us.'



Provincie  
**West-Vlaanderen**  
Door mensen gedreven

Genieten. Het zit in ons.