



# **WP2**

# **Regional Branding**

**Status activities partners & regional marketing manual**

**Sluis meeting, February 2011**



# Partners in WP2

- **Province of West Flanders (B)**
- **NOFA (NL)**
- **Streekplatform+ Meetjesland (B)**
- **Norfolk County (UK)**
- **City of Langenhagen (FRG)**
- **Municipality of Sluis (NL)**
- **Municipality of Finnoy (N)**
- **Leiedal (B)**



# Regional branding structure

## ANALYSIS

### 1. Analysis orientation

- Zero measurement / market research / star diagram
- Image analysis
- SWOT analysis
- Competitor analysis
- Benchmarking
- Other

## STRATEGY DEVELOPMENT

### 2. Profiling

- Communication plan
- Objectives
- Target groups
- Messages & choices
- Brand
- Slogan



# Regional branding structure

## IMPLEMENTATION

### 3. Organising

- Database-management
- Steering communication group
- Spearhead groups

### 4. Communication

- Above the line
- Below the line
- Events
- Social media

## EVALUATION

### 5. Evaluation & monitoring

# WP activity status

## 1. Analysis orientation (1)

### – Zero measurement / market research / star diagram

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
Zero measurement	Star diagrams	Zero measurement (2007) Star diagram (2007)	Market research among business people (2005)	Zero measurement (planned in 2011)	Qualitative market research among stakeholders		

### – Image analysis

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK	OK	OK	OK	OK			OK



# WP activity status

## 1. Analysis orientation (2)

### – SWOT analysis

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK	OK	OK	OK	OK		OK	OK

### – Competitor analysis

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>



# WP activity status

## 1. Analysis orientation (3)

### – Benchmarking

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK							

### – Other

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
Communication audit		Inventory of social developments		Meeting with stakeholders	<ul style="list-style-type: none"> <li>• Trendwatchers</li> <li>• Meeting with stakeholders</li> <li>• Overall vision on region by public partners</li> </ul>		<ul style="list-style-type: none"> <li>• Inventory of cooperation networks</li> <li>• Public sounding board fora</li> <li>• Meetings with stakeholders</li> </ul>



# WP activity status

## 2. Profiling (1)

### – Communication plan

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK	OK	OK	OK	OK	OK		

### – Objectives

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK	OK	OK	OK	OK	OK		





# WP activity status

## 2. Profiling (2)

### – Target groups

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Entrepreneurs</li> <li>• Inhabitants</li> </ul>	<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Inhabitants</li> </ul>	<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Entrepreneurs</li> <li>• Inhabitants (focus on inhabitants)</li> </ul>	Focus on entrepreneurs	<ul style="list-style-type: none"> <li>• Inhabitants</li> <li>• Tourists</li> <li>• Entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• Inhabitants</li> <li>• Future inhabitants</li> <li>• Entrepreneurs</li> </ul>		

### – Message & choices

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
<ul style="list-style-type: none"> <li>• Top region for recreation</li> <li>• Enterprising region</li> <li>• Quality region</li> </ul>			<ul style="list-style-type: none"> <li>• Cost effective place to do business</li> <li>• Good travel links</li> <li>• Graduate skills</li> <li>• Architectural heritage and modern</li> <li>• Beautiful landscape</li> <li>• Culture &amp; art</li> </ul>	<ul style="list-style-type: none"> <li>• Green landscape</li> <li>• Regional food</li> <li>• Horses</li> </ul>	<ul style="list-style-type: none"> <li>• Space &amp; peaceful</li> <li>• Hospitality</li> <li>• Bourgondic life</li> </ul>	<ul style="list-style-type: none"> <li>• Health</li> <li>• Food</li> <li>• Quality of life</li> </ul>	



# WP activity status

## 2. Profiling (3)

### – Brand

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK		OK	OK	<ul style="list-style-type: none"> <li>• Label 'typical Langenhagen' (regional food)</li> <li>• Label 'Pferdestärken'</li> </ul>	No other Brand besides the name Zealand-Flanders. Flag of Zealand-Flanders is used to promote the region		

### – Slogan

<i>West- Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
'Enjoying. Our second nature.', Entrepreneurship. Our second nature.' and 'Quality. Our second nature.'		'Meetjesland. Experience it yourself'	'Shaping Norfolk's Future'	<ul style="list-style-type: none"> <li>• 'Langenhagen bewegt' (slogan of the municipality)</li> <li>• Pferdestärken</li> </ul>	2011: 'Zealand-Flandres, it works'		



# WP activity status

## 3. Organising (1)

### – Database-management

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK		OK	OK	OK	Improving by implementation of clientfollowing system		

### – Steering communication group

<i>West- Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
Steering communication group		Steering communication group	<ul style="list-style-type: none"> <li>Norfolk Profile and Investment Group</li> <li>Strategic and working group</li> </ul>	Advisory Board	Steering communication group and marketing expert firm	2011: marketing group	



# WP activity status

## 3. Organising (2)

### – Spearhead group

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
OK		Not yet		Working group for workplaces dealing with horses, children and food/and horses (schoolprojects), green landscape & regional food	Several working groups with stakeholders. examples: <ul style="list-style-type: none"><li>• Norfolk Profile and Investment Group</li><li>• Strategic and working group</li><li>• Development off broadband,</li><li>• How to use social media,</li><li>• How to improve website,</li><li>• How to keep the youth in the region</li></ul>		



# WP activity status

## 4. Communication (1)

### – Above the line

<i>West- Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langen hagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
<ul style="list-style-type: none"><li>• Campaign 'Enjoying. Our second nature'</li><li>• Campaign 'Entrepreneurship. Our second nature.'</li></ul>		<ul style="list-style-type: none"><li>• Billboard on regional television</li></ul>			<ul style="list-style-type: none"><li>• Emigration exhibition</li><li>• Advertising, papers and radio</li></ul>		



# WP activity status

## 4. Communication (2)

### – Below the line

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>
<ul style="list-style-type: none"> <li>• <a href="http://www.westvlaanderen.be">www.westvlaanderen.be</a></li> <li>• Annual review</li> <li>• Gadgets</li> <li>• Flyers</li> </ul>		<ul style="list-style-type: none"> <li>• <a href="http://www.meetjesland.be">www.meetjesland.be</a></li> <li>• Gadgets</li> <li>• Meetjesland magazine</li> <li>• Exhibitions</li> <li>• Sticker actions</li> <li>• Postcard action</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.investinnorfolk.com">www.investinnorfolk.com</a></li> <li>• National PR campaign (aimed at national business)</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.pferdestaerken-langenhagen.de">www.pferdestaerken-langenhagen.de</a></li> <li>• Langenhagenmagazine</li> </ul>
<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>		
<ul style="list-style-type: none"> <li>• <a href="http://www.uwnieuwetoekomst.nl">www.uwnieuwetoekomst.nl</a></li> <li>• Pop-up's</li> <li>• Brochures, gadgets, bags</li> <li>• Annual plan and report</li> <li>• Newsletters (3x year)</li> <li>• Regional hymne music to download</li> <li>• Sponsoring (beachsoccer team)</li> <li>• Emigration exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.livstill.finnoy.no">www.livstill.finnoy.no</a></li> </ul>	<ul style="list-style-type: none"> <li>• Pop-up's</li> <li>• Brochures</li> <li>• Branding of the region in Kortrijk Expo.</li> <li>• Project 'My ugly spots': flyer, website <a href="http://www.lelijkeplekjes.be">www.lelijkeplekjes.be</a>, several presentations on national events, regional press attention, communication via municipalities</li> </ul>		



# WP activity status

## 4. Communication (3)

### – Events

<i>West-Flanders</i>	<i>NOF A</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
Annual event: presentation of annual review. Most important stakeholders of province are invited.		New Years reception with contest 'Meetjeslander of the year', Meetjeslandtour		International competitions, concerts, markets	<ul style="list-style-type: none"> <li>Ambassadors-evening 2010</li> <li>Signing event all partners cooperation between University Ghent and schools and entrepreneurs from Zeeland Flandres 2010</li> <li>Celebration 200 year Zld FI in 2014 comite installation 2011</li> </ul>		

### – Social media

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
		Facebook, Youtube			Youtube	Facebook, Youtube	Facebook, Youtube, Linked-in



# WP activity status

## 5. Evaluation & monitoring (1)

<i>West-Flanders</i>	<i>NOFA</i>	<i>Meetjesland</i>	<i>Norfolk</i>	<i>Langenhagen</i>	<i>Sluis</i>	<i>Finnoy</i>	<i>Leiedal</i>
Monitoring campaign 'Enjoyment. Our second nature': june 2010 (telephone interviewing, 400 people of West-Flanders, between 15-75 years old)		Effect measurement 2010 among 500 inhabitants and 500 people from outside the region	<ul style="list-style-type: none"><li>• Evaluation of the World Class Norfolk campaign</li><li>• <a href="http://www.investinnorfolk.com">www.investinnorfolk.com</a> has been audited and all reommendatons undertaken</li></ul>	Monitoring planned in 2011	Evaluation of organisation and aims (august 2010)		





# Regional marketing manual

## Phase 1: Defining the region

1.1. Defining the region

## Phase 2: Analysis

2.1. Zero measurement / market research / star diagram

2.2. Image analysis

2.3. SWOT analysis

2.4. Competitor analysis

2.5. Benchmark

## Phase 3: Strategy development

3.1. Vision & objectives

3.2. Brand positioning

3.3. Product development

## Phase 4: Implementation

4.1. Organisation

4.2. Communication

## Phase 5: Evaluation & monitoring

5.1. Evaluation & monitoring