

We are a region where space and quietness is characteristic beside a strong economic centre of industry (mostly chemical) harbour, and logistic and transport. The presence of the sea and a lot of nature/countryside make it attractive for tourists as well as to live and work. Based on common knowledge of the region and a research about country mover's presentation at the Emigration exhibition, the promotion of the mark "your new future" was lanced as a surprise. We used a trend watcher to reach the right target group.