

In 2010 the province focused on another spearhead, West Flanders as a topregion for recreation. The past months the province prepared a national mediacampaign in cooperation with the tourist department (Westtoer) and the provincial services for Sports and Culture. To identify the key qualities and to develop a brand story within the spearhead 'top region for recreation' these 3 services/department were invited in a spearhead group to discuss about the central themes of the campaign and to find a balance between the regional and the subregional identity in this campaign. Westtoer (tourist department), until now, focussed in their tourist marketing on the subregional identity (Kust (Coast), Brugse Ommeland (Greater Bruges), Leiestreek and Westhoek) and in 2010 made an engagement to co-finance a mediacampaign that focusses on our regional identity (West Flanders). This means an important breakthrough in our regional branding project. The campaign was launched in May 2010.

Of each region in the province TV-spots were made. They were all broadcasted on national television.

Clip for the Leiestreek

JavaScript is disabled!

To display this content, you need a JavaScript capable browser.

```
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{autoplay:'0',color1:'0xFFFFFFFF',color2:'0x000000',rel:'0',egm:'0',border:'0',loop:'0'},{wmode:'window',bgcolor:'#FFFFFF',menu:'true'},{id:'p_avreloaded0',styleclass:'allvideos'});
```

Clip for Brugs Ommeland

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```
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ow',bgcolor:'#FFFFFF',menu:'true'},{id:'p_avreloaded1',styleclass:'allvideos'}));
```

Clip for De Kust

JavaScript is disabled!

To display this content, you need a JavaScript capable browser.

```
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```

Clip for De Westhoek

JavaScript is disabled!

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ow',bgcolor:'#FFFFFF',menu:'true'},{id:'p_avreloaded3',styleclass:'allvideos'}));
```

