

As a result of the research, business people in Norfolk were brought together to develop 7 key positive messages about Norfolk as a place to do business, live and work, which could be used across a range of marketing materials to promote Norfolk's strengths.

The messages areas were:

- Cost effective place to do business
- Good travel links
- Graduate skills
- A place which has pride in architectural heritage and modern architecture
- Beautiful landscape and excellent lifestyle
- Culture and arts