

Profiling is started by presenting the name “your new future”. A brochure with images to show the difference between hectic, stressful and less attractive city life against nice and quiet and happy surroundings that show hospitality on the other page. To brand the name and the organisations we are present at different moments in and outside the region and we look for free publicity on our activities. Now (3 years afeter starting) we profile the name and identity of Zealand-Flanders, the name “Your new future” is used for the task force that makes it possible.