

The World Class Norfolk campaign was evaluated. That 'Norfolk has a good reputation in the country' has shifted significantly from before to after the campaign from 48% to 62% and 20% of opinion formers recall the campaign.

The www.investinnorfolk.com website has been independently audited and all recommendations undertaken. National media coverage secured in the past 5 months has a PR value of £581,600 calculated on an industry standard of 8 x the advertising value of the coverage.