

# towards a regional brand for the meetjesland

Godshuis Sint-Laureins, 12/10/2006



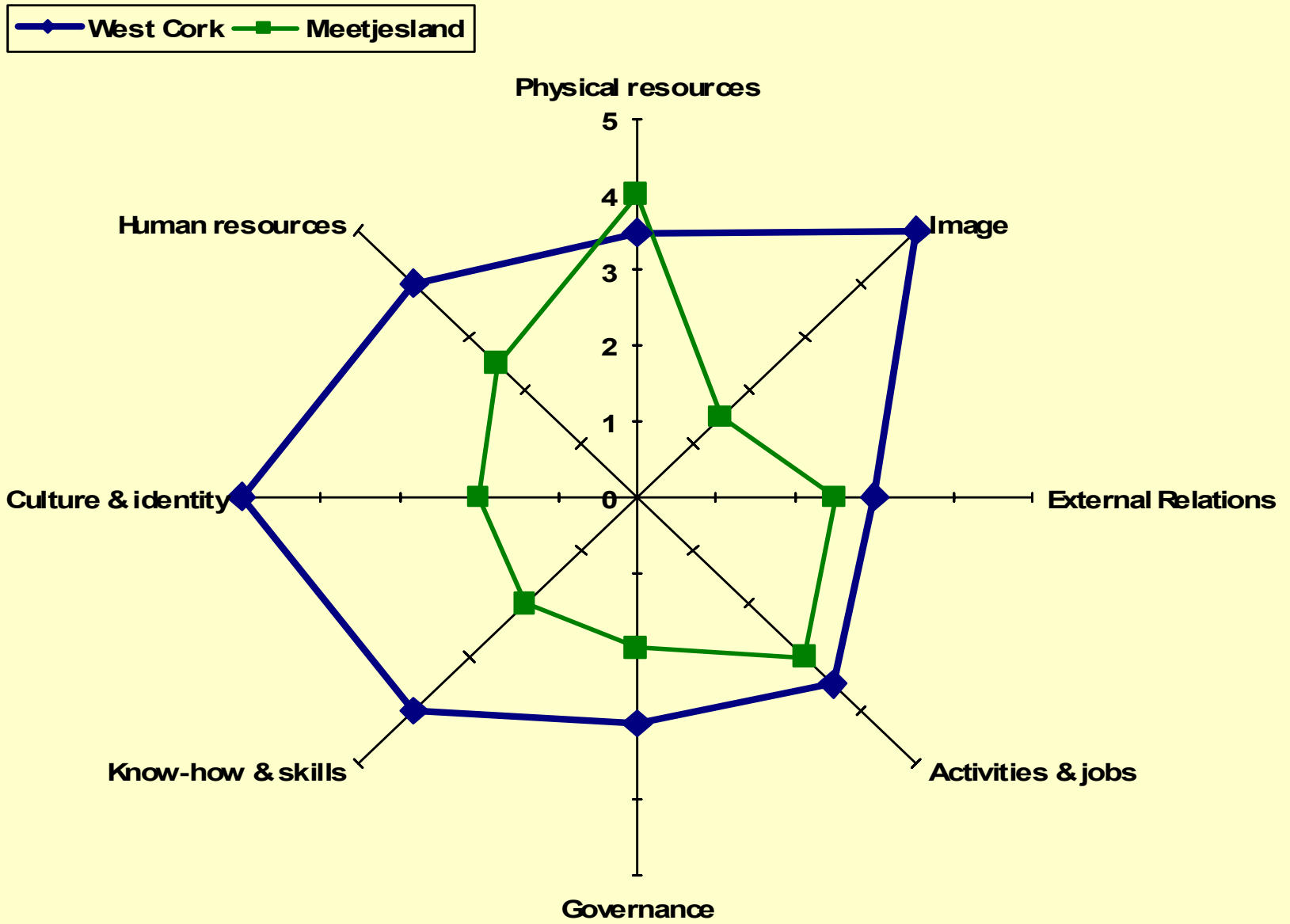


**Meetjesland 2020, a plan with future**

# State of the art

🔍 Analysis

# Benchmark West Cork – Meetjesland

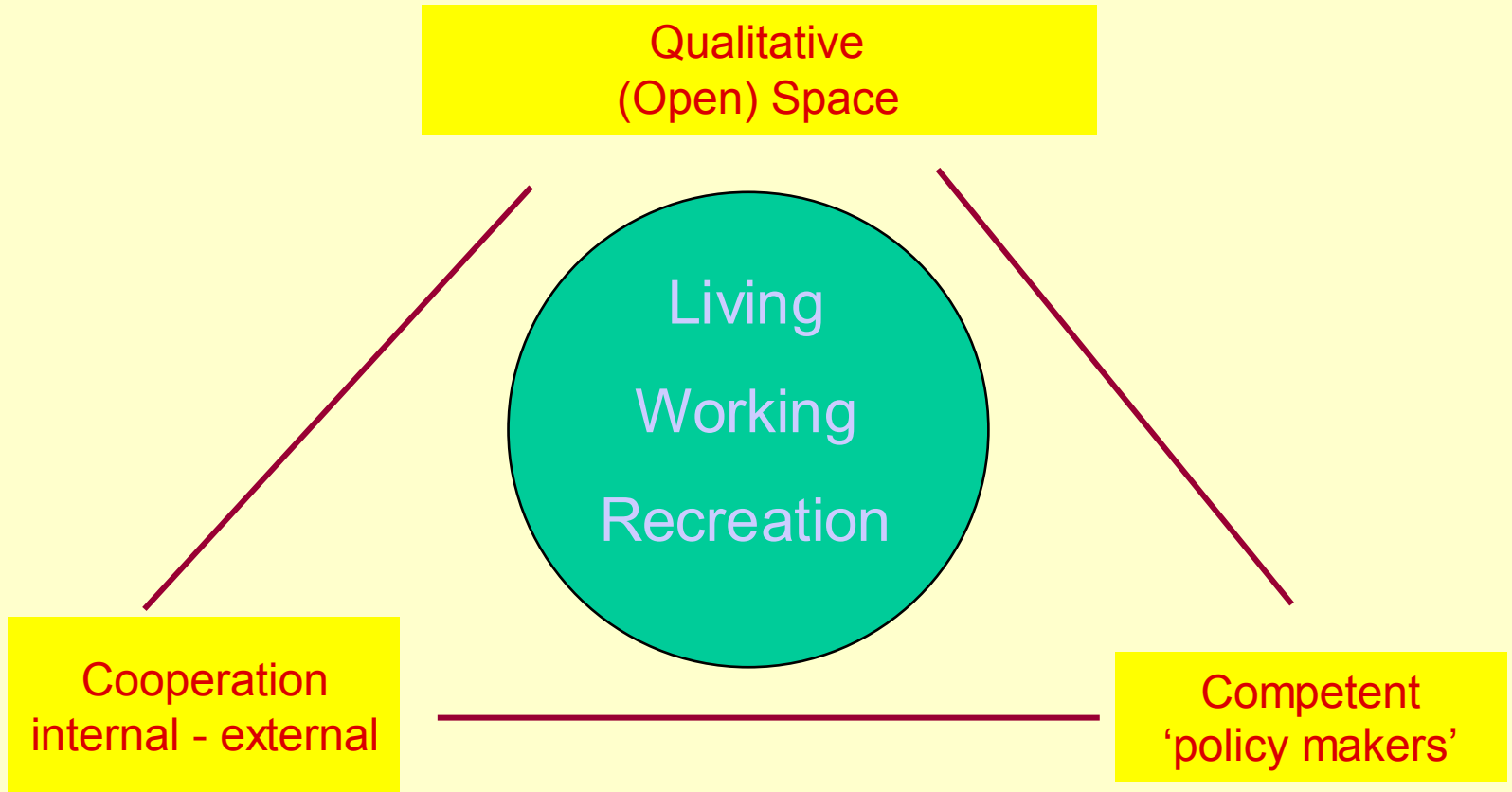


# State of the art

🔍 Analysis

🔍 Keywords – Mission

# Mission



# State of the art

- 🚩 Analysis
- 🚩 Keywords, Mission
- 🚩 Consultation, Feedback
- 🚩 Connecting
- 🚩 Actions

# 5 challenges for the future

- 1. A high quality environment for living**  
managing (open) space with great care, dynamic villages
- 2. Seize new socio-economic opportunities**  
anticipate on socio-economic and technological changes
- 3. Competent people and structures**  
encouraging training, innovation and creativeness
- 4. Powerful cooperation**  
a strong internal and external network
- 5. Strengthening the region's identity**  
creating a positive image, enhancing the region's attractiveness through an active regional branding strategy

# Regional Brand

West Cork – Meetjesland



?

# Timing

**Choice of logo and baseline:**

October 2006

**Define communication strategy**

November – december 2006

**Brand Launch:**

18<sup>th</sup> January 2007 on the New Years reception

**New Regional Strategy and Action Plan**

May 2007