

This is
durham
place of light



Introducing the county's place brand

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Place branding

- Place branding is a marketing strategy undertaken for a particular area
- Successfully applied in many places – Yorkshire and Kent
- Supports economic success, social cohesion and civic pride
- Ensures a clear and consistent image and reputation for a place

Background

- 2007 research to identify internal and external perceptions of the county
- Development overseen by a partnership of organisations
- ‘this is Durham’ launched in 2009
- Used successfully in destination marketing

“I’ve never been to Durham and I don’t really have any outstanding views on it”
(The Observer)

“Once I got a phone call from a lorry driver who was delivering to our warehouse. He said that he was getting on the ferry in Angelsey and wanted directions once he got to Ireland”
(MD Durham Business)

“To be completely honest, if you asked me to put a pin in a map, I wouldn’t be sure”
(Daily Telegraph)

“A sea of many little islands in a sea of green”
(Durham Community Group)

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Evolving the brand

- Visit County Durham starts place brand development in 2012
- Place spectrum – live, work, study, invest and visit
- Change perceptions of the county with main audiences required for economic success
- Identify an overarching theme to tell the county's great stories of success
- Differentiate the county from competitors

Identifying a theme

- Research identified the county's key stories, which were grouped in to overarching themes
- Themes tested with internal and external audiences
- The theme of 'light' emerges as the strongest

Light stories

The stories that help make Durham shine...

- Lighting up days and nights
- Lighting up the past
- Inspiring the here and now, illuminating the future
- Shining spirit

Communicating the brand

- Website developed to showcase the key stories of success that are shining a light on our county
- Video created to tell the story in an emotive and inspiring way
- Ambassadors recruited to help spread the brand messages through their own work

...to challenge perceptions

- Durham is a vibrant place
- A hive of cultural activity
- Somewhere that businesses can thrive
- Well connected to the rest of the UK and Europe – indeed the world
- A beautiful place to spend time
- Somewhere to call home

this is
durham
the heart



Activity to date

- Soft launched during Lumiere Durham 2015
- Ambassador recruitment
- Engagement with partners, stakeholders and businesses
- Regional celebration event November 2016
- National celebration event House of Commons February 2017
- Inward investment marketing campaign

Still more to do

- Ambassador recruitment
- Engagement with partners, stakeholders, businesses and residents
- Refreshed place strategy, updated perceptions research
- National and regional marketing activity

Get involved...

Find out more at:

DurhamPlaceofLight.com

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Thank you

Questions