

Attachment One

Presentation Slide – Solway Park, 28 / 29 November 2002

2. Social Marketing - Branding Communication

- Social Marketing, Branding and Communication - together comprise a Communication Strategy.
 - Brand - the keystone: Region / Reason / Role.
 - Social Marketing: Making the Take Ten real. Offering positive solutions to individuals and the community. Creating partnerships to achieve a sustainable region.
 - Communications: The support structure - stakeholders, media, publications. To be reviewed once Brand and Social Marketing in place.

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