

# **Building the Gloucestershire Brand**

**What is a brand?**

**It consistently delivers on a promise of  
quality and value.**

# **Classic Brands**

- **The Company – the Mission**
- **The Values – Purposes and Principals**
- **The Brands**



Unilever



SUN SILK



# DIAGEO



# **Gloucestershire**

**A company operating in  
13 sectors**

- **Local Government**
- **Health**
- **Crime Prevention**
- **Education**

- **Media**
- **Niche Travel**
- **Tourism**
- **Countryside**

- **Sport**
- **Entertainment**
- **Hobbies**
- **Heritage**

# **Business Promotion**

# Cambridgeshire

- **Cambridge University**
- **Ely**
- **The Tiger Fens**
- **Folk Festival**
- **Science Festival**
- **Newmarket**
- **Oliver Cromwell, John Cleese,  
Stephen Hawking, Douglas Adams**

# **Silicon Fen**

- **Cambridge University spin-offs**
- **Relaxation of planning restrictions**
- **1000 high tech companies**
- **Liberal attitude to intellectual property rights**
- **Second largest venture capital market in the world**

# Gloucestershire



# **Gloucestershire's Brand Opportunities**

- **Cotswolds and Forest of Dean**
- **Cheltenham & Gloucester**
- **Festivals**
- **Silicon Fen**
- **Severn Tech**

# **Building the Gloucestershire Brand**

**Any Questions?**