

Professionalization
Exchange SME'S
Entrepreneurs
Creative Create
Technology.
PROFIT
Business
Expertise
Cross-border
Communication
Services
European
Interreg
Innovate
Strategy
DNA Framework
Tourism
Co-creation
Technological
Contemporary
Inspiration Quality
Growth
Building
New Network
Improve Management
Master
Inspire

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PROFIT

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PROJECT DIGITAL TOOLKIT

**Creating a visitor destination
identity for Medway**

**Step 2 : Identifying key
messages, themes & a Big Idea
for Medway**

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brand hierarchy: Rochester, Medway, Kent

place layering

audience determines place

jewels within a city environment

make the links

develop the support products; quirky shops, eating, drinking

river is vital; regeneration, events, accessibility

businesses need to come together



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themes for Medway

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if Medway is to succeed what should be the key themes to focus on to change its image and drive its transformation?



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Theme 1:
Making maritime history

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Chatham Dockyard

Rochester; cathedral, castle

wider military e.g. Fort Amherst

Hoo peninsula

crossing point

Watling Street

HMS Victory



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**Theme 2:
Living stories**

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pride

residents and visitors

animate

working stories

signage

events/festivals

creating storytellers

‘experience’



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Theme 3:
Creating Medway's mosaic

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London: opportunity, audience, product

Local: universities, packaging, navigability

Kent: product, audiences



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The Big Idea

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big idea

what you are about
what you stand for
what you believe in

clarity, consistency, self-awareness

emotive, 'strategic signature' & statement of intent

big idea

Medway: a waterfront city

big idea and themes

Medway: a waterfront city

making maritime history

living stories

creating Medway's mosaic

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