



**Interreg**   
EUROPEAN UNION

**2 Seas Mers Zeeën**

**PROFIT**

European Regional Development Fund

INTERREG 2 SEAS **PROFIT**  
PROJECT DIGITAL TOOL KIT

**Digital Toolkit:  
Step 3 : Best practices  
for Medway to support  
storytelling & animation**

KENT GARDEN *of* ENGLAND [visitkent.co.uk](https://www.visitkent.co.uk)

# benefits of storytelling & animation to bring the place to life

enhances the experience

highlights assets and attractions across the place

links assets and attractions, widens the offer

creates intrigue and interest

increases dwell time and spend

celebrates the place

# what can you do to bring the Medway story to life?

# suggestions to bring the Medway story to life

signage – directional, link assets

public realm

advertising & public relations

website integration

social media activity

events

marketing & collateral

stakeholder collaborations

become ambassadors for the place in other networks

# examples of best practice in Medway

*to be populated over coming months*



