




Appendix B

Morecambe Bay Brand Wheel Summary

BRAND WHEEL ELEMENT	SUMMARY for MORECAMBE BAY
Brand Essence	An Inspiring Coastal Area
Rational Attributes	<ol style="list-style-type: none"> 1. Big (& changing) views across Bay 2. Rich cultural heritage 3. Outstanding nature and wildlife 4. Diverse & authentic towns and villages to explore 5. Outdoor Activities – walking & cycling (for all) & waterports
Emotional Attributes (Promise)	<ol style="list-style-type: none"> 1. Inspired (creative) 2. Awe-struck & captivated (magical, wow!) 3. Calm & reflective 4. Curious (engaged) 5. Energised & exhilarated (multi-emotional)
Position Statement	One of England's fastest emerging destinations, incomparable to anything in the UK: captivating coastal landscapes and seascapes, rich in natural and cultural heritage with big views and some of the best sunsets in the UK that inspire and engage outdoor and nature lovers (eg Autumn watch fans), particularly 50+ but also families.
Key Messages	<p>Inspire & Captivate - Big Views, Landscapes & Natural Environment A sense and feeling of wonder at the diversity of Morecambe Bay. Its vast intertidal areas; land and seascapes; natural habitats & wildlife; ecology; geology; and naturally occurring attractions which engage visitors in the natural environment in and around Morecambe Bay.</p> <p>Explore & Discover - Cultural Heritage A sense and feeling of rich built and historical heritage, the personal stories, traditions and ways of life which have emerged culturally in local food, drink, arts and craftsmanship to captivate visitors in and around Morecambe Bay.</p> <p>Engage - Outdoor Recreation Participating and a sense of feeling from outdoor leisure and recreation, accessible to all. From land-based activities eg ambling along coastal paths, strolling with a pushchair along the promenade to more up-tempo walking and biking, through to higher energy activities such as watersports activities and cross-bay events. All have opportunities to enjoy the views and stop and enjoy attractions in and around the Bay.</p>
	OTHER MARKETING BRIEF ELEMENTS for MORECAMBE BAY (summary of stakeholder and consumer research conducted in 2013)
What's Special?	 <p>Natural, stunning, beautiful</p>

<p>No 1 Thing to Do?</p>	 <p>Walk along the prom/Bay</p>
<p>Competition</p>	<p>Competition: doesn't compare to anything else in North West but other destinations are competitors</p>
<p>Who Would Appreciate?</p>	 <p>Nature/outdoorsy couples & families</p>
<p>Target Markets</p>	<p>Core Target Market: AB/C1 Families & 50+ Couples</p>