



Promoting and marketing tools

Obviously methods of promotion and marketing lead us to a discussion about the state of communication policies in the overall strategy for the territory's development.

Initially the participants at this workshop tried to pinpoint the objective of a local communication policy -attract new inhabitants for example-, and its area. It is important to find answers to these questions in order to avoid taking the wrong direction which would give an inappropriate image of the territory.

It is therefore the choices made at the outset that determine and identify **the objectives of a communication policy** within the overall strategy for the territory's development.

Communication can be considered as a lever for a territory's development project, using the same methods as business strategies and territorial strategies. It is therefore possible to avoid the pitfall of independent communication.

Examples of this were given by the PNR de la Brenne and Aix Urfé Côte roannaise which is situated nearby.

The development of strategic measures which include the identification and validation of findings, as well as the definition of communication objectives ensures coherency between communication policies and the local reality.

On this subject, there are two existing means of putting this into practice, the GPEC (Gestion Prévisionnelle des Emplois et des Compétences), which can help you to identify needs, and the Maison de l'Emploi, which can help you set up a study of economic activity.

The second theme discussed at the workshop was the outcome of communication. This is a way of questioning the strategy selected by the territory, and to evaluate the consequences and the effectiveness of the measures taken.

If this means integrating communication into the methods used to support those with a new project: communication becomes an interface between an offer and the person with the project, and it should be integrated into a general background structure.

The kit for entrepreneurs "Bienvenue en Centre Ouest Bretagne" is a good example of such a strategy.

When dealing with communication and marketing, we are confronted with the problem of **who, or what, should be targeted, and within what perimeter.**

Large scale campaigns rely more on advertising than prospecting for newcomers.

To interest a public that is becoming more and more exigent, it is essential to find the right balance between mass communication and target communication.



In light of projects led by newcomers, it is easier to get an insight into the territory's lifestyle, by messages that suit targets and include needs, without limiting the content to the economic context.

The message is more effective if there is an internal communication drive aimed at those who already have a "past history" with the territory.

For example the information sessions, "**Partir vivre à la campagne**" organised by **Collectif Ville-Campagne** use the network of residents who want to leave the territory.

The communication therefore puts the emphasis on territories by directly communicating with residents, owners of holiday homes or tourists on holiday in the region.

What methods of communication can be used to attract new inhabitants and a new workforce ?

The problem facing this challenge is the importance of the legibility and the partition of the communication. The communication objectives can be put into prejudice by conflicting messages and / or an increase in messages given by different sources.

The participants and speakers at this workshop believed that those involved should agree to confide the communication to one member, who would then organise a plan of action including the different elements.

To achieve a legible and understood communication campaign, it should not be complicated, and it be should evident that it has united the different sources as one (the territory, the "pays").

It is essential, therefore that everyone involved accepts the communication, including the younger generation, who are often overlooked, but who remain the territory's true emissaries.

The content of the advertising communication is the resulting fusion between the territory's image, publicised promises made via the offer, selected targets, and the media as a means of communication.

Be vigilant and avoid "false guarantees", and discussing employment for which there is no offer.

Communication is a means of valorising success stories, and presenting the positive aspects which correspond to the territory. It is supported by exemplar measures aimed at encouraging people to take the step or to reassure them.

The entrepreneur kit "Bienvenue en Centre Ouest Bretagne" and the information sessions organised by Collectif Ville- Campagne are good examples of this.



During the debates, certain subjects aroused questions and even caused some disagreement between the participants.

For example, what part does the territory pays or intercommunalités play ? For some, their role is to simply transmit a welcome message ; the problems of setting up businesses and settling in are the responsibility of those involved in economic activities. Others believed however, that they should be involved at all levels, and support and develop measures of promotion, prospecting and communication. As for a united communication, disagreement was caused by the question of accepting one person as a communication leader, whose objective is to represent the diverging interests.

Lastly everyone agreed that communication should adapt to the problems facing the concerned territory, it can be diffused generally or/and specifically.

During the workshop, the differences gradually diminished between those involved technically and those at territorial level.

Two main points to remember from the debate :

- « **Communication only makes sense if the right questions are asked at the outset. »**
- **“The challenge does not lie in communication : uniting those involved, intersecting business strategies and territorial strategies, and presenting a coherent offer”**

To conclude, the measures of communication- promotion and prospecting must reflect the territory's problems and its developing policies.