



Massif Central workshop

Which communication strategy is needed to create an image of the Massif Central ?

The Massif Central does not have a particular image ; would a communication strategy improve the general public's impression of this area.

The Massif Central which is made up of 6 regions and 21 départements, has to think of an internal communication plan that is representative for its population, and an external communication plan which supports its reception strategies.

However the territory is extremely diverse, as are the different local authorities, and there is no overall administrative structure. These elements make it difficult to build a common strategy, on what basis ?

The first common factor is that all of the territories in the Massif Central have **mountainous** areas ; this represents the same advantages and disadvantages. Can a communication and image strategy be based on this **common factor** ?

However the absence of a general authority in this region is a possible problem, as after all this project is aimed at the **whole of the territory**.

Certain regions worry that a powerful image of the Massif Central would jeopardise the communication efforts made by the respective regions.

Lastly, some regions only have one or two departments, and consequently they would have difficulty in committing themselves to an overall communication of the Massif.

The development therefore of the Massif Central's image must take into account the variable geometry. Some of the territories could use the Massif to give their own measures an additional boost.

The two main targets are the general public ("we can be proud to be part of the Massif Central") and the representatives who communicate perceptions.

A possible direction consists of developing a plan that acts as an **umbrella trademark**, which territories would be able to use, therefore benefiting from the **effects of uniting**.



The debate among participants led to a discussion of examples such as the TV channel Demain TV which could be used to portray the Massif's image, hence making economies in the communication of certain territories' strong points.

A feasibility study which was launched by the ADIMAC will propose appropriate choices of promotion and communication methods for the Massif.

Among the suggestions made those to remember were ; the idea of creating a powerful slogan, and the development of a common trait or theme that would increase the Massif's appeal.

Due to the complex nature of the subject, the differing sizes of territories, and the mass of different identities, the participants at the workshop questioned **the Massif Central's image : does it really exist ?** On this matter, opinions were varied.