



Make our **Lancashire** yours

campaign toolkit



Lancashire is certainly not lacking in pride, we have amazing examples of people living and working here and we want to support the businesses based here to grow.

We also want to make sure that local people access the opportunities that growth will bring.

But we also want to encourage other people to make our Lancashire theirs.

Our campaign

- Encourage businesses to the county
- Attract and retain a skilled workforce
- Improve perceptions and profile
- Showcase our leading industry sectors
- Demonstrate our fantastic quality of life
- Ultimately, create jobs and economic prosperity



Our message

Utilising the voices of real people who live and work in the county, we want to convey Lancashire's compelling contrast of country, coastline and cities, it's fabulous food, genuine warmth and abundance of things to see and do.

This campaign has been created to be used across multiple sectors without diluting the message.

It puts people at its centre. reiterating the welcome and warmth that Lancastrians are well known for.

It aims to speak to audiences on a personal level, providing a mechanic to deliver fresh and authentic narratives which will bring out Lancashire's unique character and cut through the noise of competing places.

Toolkit

Including:

- Digital brochure (PDF)
- Digital brochure (issuu)
- Email footers
- Logos
- Podcasts
- Social media templates
- Videos
- Website

View [here](#) (opens dropbox window)



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