



## One North East:

### Passionate People, Passionate Places.

One North East is the regional development agency (RDA) covering North East England. It is one of nine RDAs in England that were established to transform the English regions through sustainable economic development. The organisation's vision is to help create a vibrant, self reliant, ambitious and outward looking region, promoting the benefits of living, working and doing business here.

#### Objectives

In 2005, following a major piece of research by MORI, One North East launched its high profile 'Passionate people. Passionate places' campaign to create a context for success for contemporary North East England. The purpose was to create an 'umbrella brand' that would reposition the region in the minds of business decision makers and tourists alike; ensuring that tactical marketing activity would be a 'warmer sell'. It was seen as vital, following the failure of previous such initiatives, to ensure that the region collectively understood what it was trying to achieve and became positive advocates of the messages. To achieve this, a public information campaign was required... but with a difference.

#### Approach

Working closely with the One North East PR team and communications agency Different Ltd, Press Ahead devised and project managed the media alliances programme which formed the major part of the in-region marketing of the campaign from 2005 to 2010. Press Ahead built on already strong relationships with the key regional media and engaged them at Managing Director, Editor and Commercial Director level to ensure their advocacy for the campaign and thus a positive channel of ongoing communication - in effect, playing on their 'enlightened self interest' in achieving a more prosperous local economy.

Activity scheduling and media planning was then managed in the context of being part of a wider added-value public information campaign. Activity included: strong editorial support; re-branding of station identities/programmes; bespoke publications; advertorials; sponsored programmes and newspaper/magazine sections; events and awards schemes; newspapers in education initiatives; promotions; website coverage and links; vehicle and building branding; brand toolkit inserts and more.

#### Results

Getting the people and businesses of the region behind the campaign was vital to the success of 'Passionate people. Passionate places' and Press Ahead was involved in over 1,000 large and small organisations "adopting" the brand. An independent tracking research study, conducted during the course of the campaign, showed that, as a result of 'Passionate people. Passionate places', an extra 160,000 people in the region were more likely to speak highly of North East England without prompting.

The results were exceptional and delivered value way beyond the allocated budget. For example, the 2006-07 press elements of the Regional Image Strategy marketing campaign delivered over 160 million impacts worth £1.64m for a budget of less than a tenth of that amount.

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