

Sunderland Partnership

Sunderland Partnership is the city's Local Strategic Partnership (LSP). It brings together the public, private, community and voluntary sectors to work in unison to achieve success, encourage improvement, and tackle and overcome problems for the benefit of all citizens now and in the future.

Objectives

The objective of the project was to build the collateral needed to position Sunderland as a great place to live, work, study, visit, invest and do business.

Approach

Press Ahead produced the library of marketing and PR materials needed as the foundations of a campaign that will promote Sunderland as a great place to live, work, study, visit, invest and do business.

Results

As well as informing the marketing strategy, Press Ahead was responsible for: facilitating partner engagement - securing commitments from key Sunderland Partnership stakeholders that have started to be used to increase the visibility of the campaign; building a collection of case studies - identifying and interviewing individuals who have stories that will resonate with people outside of the city and building these into case study features that are now being used in marketing and PR activity; and developing a library of key facts that support promotional activity currently underway in the city.

Media > Marketing & Communications