

# NORMANDIE

<https://www.normandie-attractivite.fr/la-marque-normandie/>

## **Manifest for a World-Region**

We are convinced Normandie is a region which carries all resources and potentialities to represent today and tomorrow a new development model responding to wishes and aspirations of the youth who grow up into an open, nimble and connected world.

Normandie is a region open to the world because she integrate some individuals and cultures since his origins.

All along the centuries, she marked and influence the story of the world, exporting a social and politic model thanks to its humanist and adaptation capacity.

We believe into its universal values to guide the development of our territory, welcome over again some talents, thinkers and citizens of the world and strengthen our joints over all the continents.

In order to meet the ecological, social and economic challenges of XXI century, we can rely on land and marine resources of our region, on a great quality of life, based on balance and elegance, on our spirit of conquest and innovation, on extent of our international commercial exchanges.

Together, act collectively to confirm the place and the role of our territory, to make the Normandie a World-Region.

## **The brand Normandie : A new flag-bearer for the Region.**

Capitalizing on the international notoriety of Normandie, the brand is composed only with the name of regional territory. The brand « Normandie » must permit to make a unique speech about the Normandie and give a unit image.

The Normandie Brand as for goal to contribute actively for the development and attractiveness of Normandie. It is an essential tool of its attractiveness agency « Brand share », it can be used by all territory actors (companies, associations, vital forces) public or private, under the condition they are members of association « Normandie Attractivité »

- It serves everyone for the benefit of all.
- It conveys a positive image and highlights our assets.
- It helps build pride in belonging and connects all ecosystems.

- It makes a difference to our competitors and makes it possible to DE-SCORE !
- Through its symbols and values, it gives meaning to our actions and our customers: openness to the world, attachment to Normandie, sharing and sustainable development.

## Values

- Openness to the world : Our story, our values, our future make the Normandie a region whose horizon is the world. It's our ambition and our pride.
- Attachment to the territory : Normans of stock, of passage, of heart : Normandie welcome us, inspires us, connects us to each other. It's our strength, our identity.
- Sharing : Normandie is a generous territory : welcoming, make people discover, take care of others... what if we did it together ?
- Audacity: Vibrate the spirit of conquest to propel Normandie into modernity and to all others.
- Sustainable development : because the moderation and harmony are in the DNA of Normandie, let us build on these values to make it a sustainable territory, to preserve the future.

## The signs of expression

The Normandie brand is expressed through all forms of speech : advertising, pictures, Internet publications, articles, speeches, etc. The words chosen must convey the values and spirit of the Normandie brand.

Expressed through semantic and iconographic elements, the 6 signs of brand expression meet the objectives of updating the image of Normandie. The messages are enthusiastic, ambitious and focused on the future and innovation : towards a World-Region Their goal is to help brand promoters put the positioning of the Normandie brand into concrete narrative.

- A reference in world history
- The spirit of conquest
- Elegance and balance
- Openness to the world
- The natural power
- A collective, positive and proactive tone.

## A mission launched by the Regional Council

Varied landscapes between sea and countryside, exceptional heritage, quality of life, culture, gastronomy... We could tell that Normandie is attractive by nature. But Normandie is not just a postcard. At a time when many territories rely on their qualities to attract new inhabitants, investors and tourists, we must succeed in giving our region a powerful dynamic to get it out of the way.

In addition to its « natural » assets, Normandie is full of talent, innovative companies, leader in their sector, places of excellence ... So many players to promote, to accompany in order to promote Normandie

### **Normandie attractivité agency.**

Less than one year after the start of a broad approach of co-building which mobilized more than 600 Normans, The Normandie Region unveiled on June 23, 2017 its strategy to promote Normandie excellence internationally and make Normandie a top destination for investors, tourists, businesses, students and talent. A combination of attractiveness has emerged and has a strong ambition. It is a tool that engages and coordinates the Normandie collective effort in listening to the needs of the territory.

The agency dedicated to the attractiveness of Normandie has for objective to federate the Normans and to promote Normandie internationally. Focused on opening up to the world, its ambition and its universal values such as sharing, audacity and sustainable development intend to make Normandie a « world-Region »

### **The team**

Headed by philippe Augier and based in Le Havre, world city quintessential, the new agency of Normandie attractivité will ensure the implementation of the project « Normandie World-Region ». To achieve these objectives, the Normandie attractivité agency will rely on the vital forces of the territory (companies, associations, public bodies, etc.) on the communities but also on its team ! Led by michael Dodds and chaired by Philippe Augier, the agency is a dynamic team that will answer all your questions.