

Project: Evaluation of 'Lakes Plus' Marketing Campaign 2006

Client: Cumbria Tourist Board

Date: 2006

Team: Lorna Easton, Richard Smith

Cumbria Tourist Board (CTB) had received substantial funding for marketing following the impact of foot and mouth diseases on the county. This enabled them to undertake a four year marketing campaign to re-establish the Lake District as a prime tourism destination.

The Lakes Plus funding is due to finish in 2007 and TEAM was appointed to:

- Assess the impact of the marketing activity to date
- Identify the lessons learned
- Undertake a wide ranging strategic review of the marketing activity including:
 - Branding
 - Promotional strategy
 - The marketing mix
 - Market analysis
 - Targeting
 - Competitor analysis
- Identify resulting product development needs
- Establish the case for continuing resources for marketing
- Make recommendations for the future marketing activity within Lakes Plus and beyond.