

**Project: Perceptions and Branding for Non-Visitors**

**Client: Devon County Council**

**Date: 2005**

**Team: Richard Smith, Philip Cooke, Roger Carter**

This project was undertaken in partnership with QA Research Ltd. The brief was to investigate the perceptions of Devon among non-visitors, and identify barriers to visiting. The intention was to inform brand development for non-visitors.

The project involved focus groups and quantitative research among non- and lapsed visitors. These were recruited in core geographic catchment areas for the county – the West Midlands, M4 corridor, and London and the SE.

Findings were translated into a series of recommendations for future brand development.