

IN SUMMARY

THE CORE STRATEGY

Positioning

The smart, progressive city, focused on the future, with a single-minded commitment to doing things differently – for the benefit of every person, business and institution living there...

Proposition (what we want Exeter to stand for)

“Exeter. The Brilliant Alternative.”

Personality

Intelligent; Innovative; Entrepreneurial; Successful

Mantra

“Exeter. Live Better.”

Values

Responsibility; Tolerance; Respect

Tone

Quietly Confident; Understated; Optimistic

It’s not just what we say, it’s the way that we say it.

Exeter has in the past been relatively backward in coming forward.

Reluctant to trumpet its success, indeed.

As a respondent in a focus group said, “we tend to hide our light under a bushel. Then we hide the bushel.”

The seductive route in instances such as this is to shift the dial – and look to project a different character altogether. And that would be a mistake.

Brands have to be built from the DNA. Place brands particularly so.

We believe that we need to communicate more, and promote much evidence of success, and the benefits delivered as a result.

But we should be true to ourselves. And talk in the Exeter way. Which is characterised by quiet confidence; understatement; and optimism.

For more information:

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EXETER
LIVE BETTER