



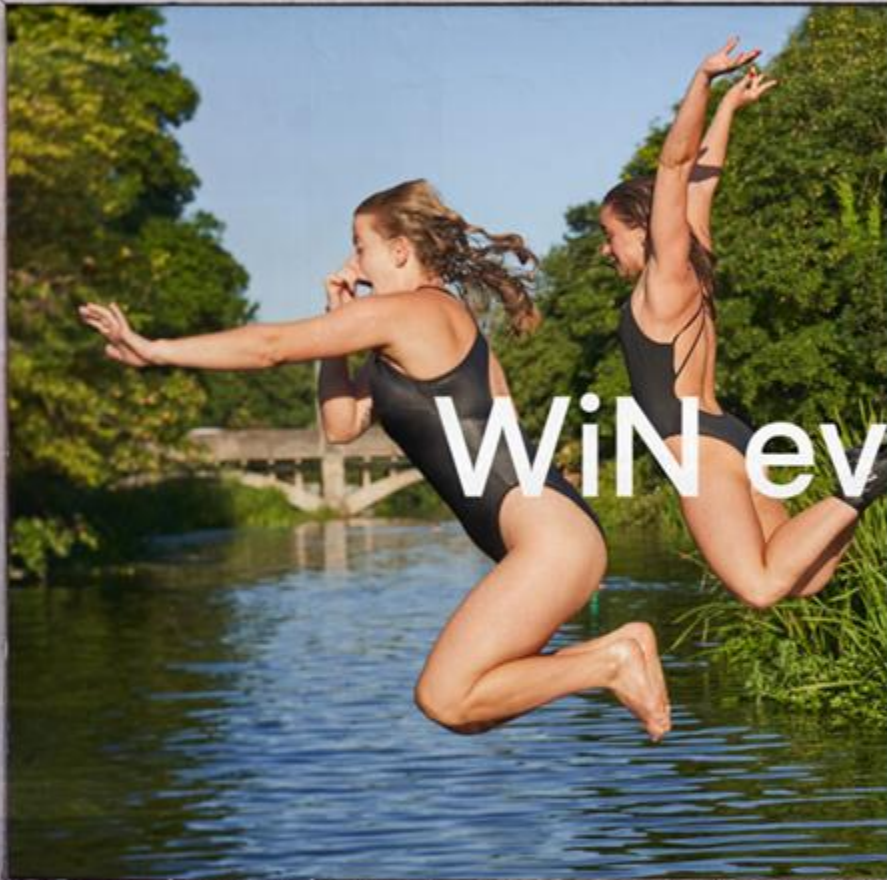
Isabel Johnson – Head of Marketing, Norwich BID

Andrew Dornie – Aviva & Chair of Norwich Town Deal Board

Lucy Downing – Head of Marketing, Holkham Hall



**Work in
Norwich**



WiN every day



Discover the only English city inside a national park – so you can take a dip before diving into work.

#WorkInNorwich
workinnorwich.co.uk

Charlotte
Moved from London
to Work in Norwich

 Work in
Norwich

A photograph of two women in black one-piece swimsuits jumping into a pool of water. The woman on the left is in mid-air, arms extended forward. The woman on the right is also in mid-air, with her arms raised high. The background consists of dense green foliage and a clear blue sky. The text "Win every day" is overlaid in white, sans-serif font across the middle of the image.

Win every day

Funded by the Norwich Town Deal

Triple objectives:



Encourage people to relocate
to Norwich for work



Attract inward investment
to Norwich



Contribute to local
cluster growth

A man in a green jacket is riding a teal scooter on a city sidewalk. In the background, a woman in a blue shirt is walking away. The scene is set on a paved sidewalk next to a building with large windows and a red pillar. The text "WIN every day" is overlaid in white, with "WIN" in all caps and "every day" in lowercase.

WIN every day

How?

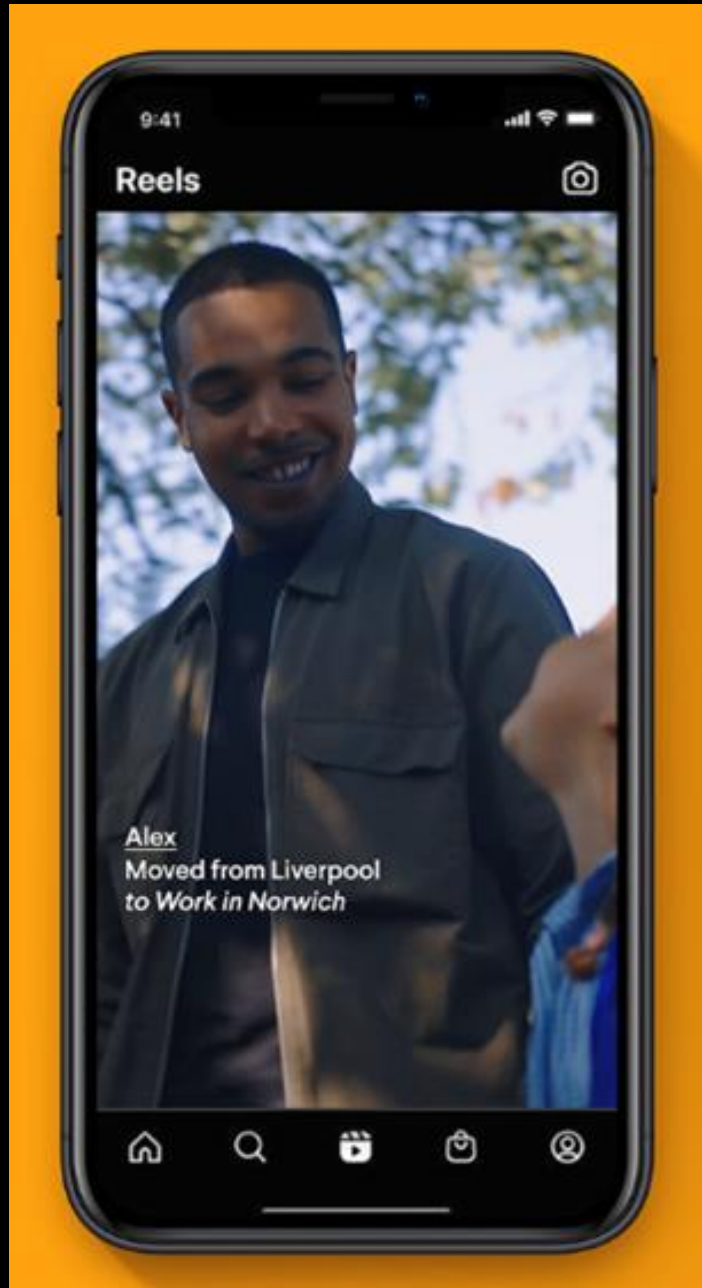
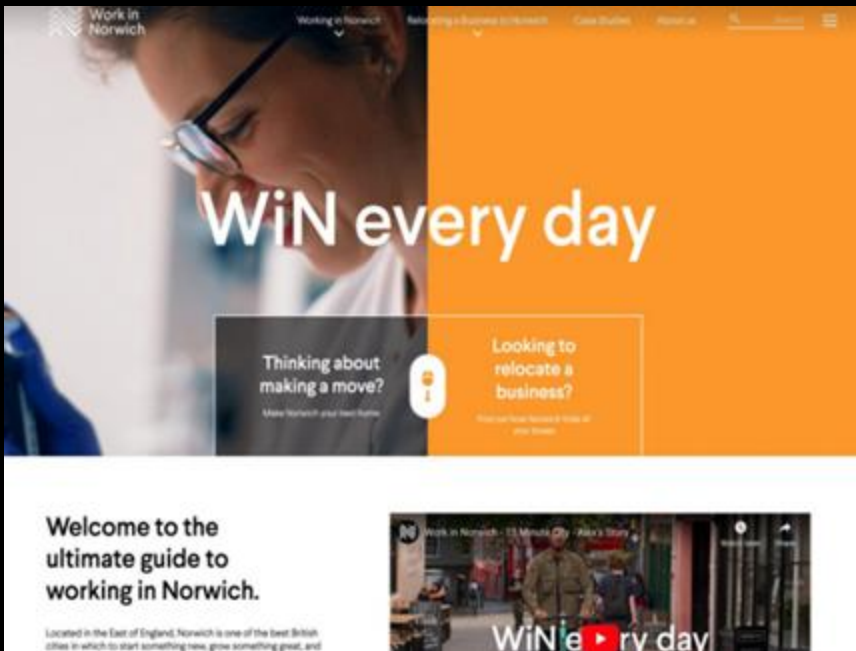
Extensive research


Authenticity

Realistic expectations

A female scientist with her hair in a bun, wearing safety glasses and a white lab coat, is working in a laboratory. She is wearing purple nitrile gloves and is holding a small vial with a pipette tip. She is looking at the vial with a focused expression. The background shows a laboratory bench with a window on the left and a shelf with a flask on the right. The text "Win every day" is overlaid on the image in a white, sans-serif font.

Win every day



A man with a goatee, wearing a black t-shirt, stands in a restaurant or cafe. He is smiling and holding a silver tray. The background shows a counter, a menu board, and a window with a view of the outdoors. The text "WiN every day" is overlaid on the image in white, with the 'i' in 'WiN' being lowercase and the 'N' being uppercase.


WiN every day

**Over 39 million
impressions**

**92k clicks on
campaign in 6
weeks**

**Performance above
industry benchmarks on
all display and video
advertising**

**Notable uplift in
recruitment and property
specific searches related to
Norwich, during the
campaign period.**

A woman with short brown hair, wearing a dark blue long-sleeved shirt, is seated at a desk in a room. She is looking at a computer monitor and has her hands near the keyboard. The desk is cluttered with various items, including a printer and some papers. In the background, there are bookshelves filled with books and a shelf with decorative items. The text "WiN every day" is overlaid on the image in a white, sans-serif font.

WiN every day



A man and a woman are walking away from the camera on a sandy beach. The man is carrying a large, blue and white inflatable boat on his back. The woman is walking slightly ahead of him. The ocean is visible in the background under a clear sky.

WIN every day



workinnorwich.co.uk/working-in-norwich

(and tell us what you need!)



VisitNorwich

The City of Stories



visitnorwich.co.uk

over 600k users a year


170 pieces of PR achieved

Channel 4, BBC, The Guardian,
The Telegraph, Times Travel

Owned audience of 98k

Social media and fortnightly newsletter

Link to industry partners



“Sustainable leisure and travel options need to become desirable options as part of the rise of the ethical consumer”

Simone Fullagar

- 81% of travellers believe sustainable travel is important
- 76% want to travel sustainably over the coming 12 months
- 65% would like to choose environmentally friendly lodging

7 in 10 consumers feel overwhelmed by starting the process of being a more sustainable traveller.

Booking.com / Expedia