

Branding and Re-branding Project Overview

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What Are The Main Outcomes?

- Produce a report about the 'Branding' and 'Re-branding' of Matlock Bath.
- Assess how Matlock Bath is perceived by others
- Assess how the town as a whole brands itself and how it is doing so
- Assessing the contributing factors of what people think of when they hear 'Matlock Bath'
- Putting forward ideas as to how the town could re-brand itself as a whole
- Assessing the benefits of a 're-branded' Matlock Bath
- Assessing how it would affect tourism into Matlock Bath, including the benefits/negatives

How I Plan To Do This

- Researching into what Matlock Bath provides, how the village looks from an outsiders point of view and how the village as a whole brands itself as a tourism destination
- First hand data in the form of asking a different range of people as to what they think when they hear 'Matlock Bath'
- Research into other similar destinations and how they have re-branded themselves and seen many tourism benefits
- Produce a final report with all the research included along with appropriate recommendations

How Will This Benefit You?

- You will be able to see what others think of Matlock Bath, from a tourist and outsider point of view
- You will be able to see what you provide as a tourism destination
- You will be able to see what other destinations have done in terms of re-branding and be able to apply it within Matlock Bath
- You will be able to see what is expected from Matlock Bath and now be able to exceed tourist expectations
- With all the research that is conducted, be able to improve Matlock Bath as a tourism destination

How Will This Benefit the 'Into the Future' Project

- Gain a deeper insight into perceptions of Matlock Bath
- Be able to form an action plan of how Matlock Bath can be 're-branded' and seen as a better destination for tourism
- Be able to highlight what Matlock Bath could benefit from to better the destination image
- Be able to highlight possible opportunities for Matlock Bath
- Gain a better idea of what tourists expect from Matlock Bath and how 're-branding' could change that for the better

Thank you! Any
Questions?