

DONEGAL BRAND

GOAL: TO DEVELOP A DONEGAL BRAND ACROSS ALL SECTORS

TOSAÍOCHTA: LE BRANDA DHÚN NA NGALL A FHORBAIRT TRASNA NA N-EARNÁILEACHA AR FAD

Key Activities / Tosaíochta	Progress Update to CDB at March 2011
<p>1. Develop the concept of a Donegal brand to support all aspects of development and promotion of the county</p>	<ul style="list-style-type: none">• <u>Consultation</u> initiated with CDB Sectoral Fora and other stakeholders with regard to Donegal Brand development. Led by Community & Enterprise and CDB Forum convenors.• <u>CDB Working Group</u> <p>Donegal Brand working group has met on two occasions. Members include: Donegal Co Co, Failte Ireland, Earigal Arts Festival, & LYIT.</p> <ul style="list-style-type: none">• Working group has investigated and discussed the strengths and weaknesses of previous branding strategies including the 'Donegal – Up here it is different' campaign.• Recognition that there are lessons to be learned in particular the need for a set of brand guidelines in how to maximise the effectiveness of the brand.• That a brand is more important to some sectors than others, ie for tourism and food.• The adoption of brand development process has been recommended.• An e-consultation process has been agreed in conjunction with LYIT through the use of social media and crowd-surfing into the image that Donegal currently outside the County and overseas. <ul style="list-style-type: none">• <u>Tourism Sectoral Forum –</u> TSF will make submission to the review of the County Development Plan.• <u>Donegal Live Event –</u> Attended launch of 2011 Donegal Live in Glasgow, pre-publicity event.• <u>Donegal TV AD –</u> Donegal Tourism have initiated TV ad campaign for 2010 in conjunction with Failte Ireland.

<p>2. To develop a Diaspora project for the county</p>	<ul style="list-style-type: none"> • <u>Donegal North West Diaspora Project</u> – full application now with SEUPB for assistance under Interreg IVA Programme. Lead partner Donegal County Council. • <u>Ireland North West/Boston Event</u> –Donegal participated in this event which saw the initiation of a North West Ireland/Boston Partnership to build on the previous Boston/Derry Partnership. • <u>Diaspora Library Project</u> – A project has been initiated to foster cooperation between libraries, schools and other stakeholders. Initial activity in this will see the establishment of a Diaspora Resource Section in Donegal County Library and sections on Donegal established in the libraries of the City of Lawrence in Massachusetts and the University of St. Thomas, New Brunswick Canada. Led by Community & Enterprise/Donegal County Library. • <u>Moville Emigration Monument</u> – The Moville Emigration Monument which will act as a focal point for the Donegal Diaspora was unveiled in September. Led by Community & Enterprise/Donegal Public Art Office.
<p>3. To develop mechanisms to disseminate information and promote all aspects of Donegal in Ireland and Internationally</p>	<ul style="list-style-type: none"> • <u>Donegal Community in Touch ezine</u> – issue 5 produced – lead Community & Enterprise
<p>4. Develop an ambassadors programme to promote Donegal Brand</p>	<ul style="list-style-type: none"> • <u>Earagail Arts Festival</u> - As a direct result of the 2010 showcases and visits by international promoters and presenters, Fidil, The Henry Girls and Liz Doherty have secured performances in USA, Canada and Celtic Connections, Glasgow, January 2011 (The Henry Girls).
<p>5. Research world class benchmarks of branding and implement good practice in Donegal</p>	<ul style="list-style-type: none"> • <u>Derry City Council/ILEX Case Study</u> – Donegal has made contact with DCC/ILEX regarding a presentation of best practice in terms of regional brand development.
<p>6. Establish database of contacts and use brand to promote investment in and relocation to the county</p>	<ul style="list-style-type: none"> • <u>Diaspora Database</u> established – lead Community & Enterprise

<p>7. To consolidate local and attract external festivals & events to promote Donegal Brand</p>	<p><u>Local Events</u></p> <ul style="list-style-type: none"> • <u>Earagail Arts Festival</u> – “Made In Donegal” - 9 – 24th July 2011. Following the successful introduction of the Made In Donegal brand, the 23rd annual festival in 2011 will continue to showcase Donegal artists. • <u>Donegal Bay/Bluestacks Festival</u> – to consolidate and deliver next festival in October 2010. Led by Donegal County Council Arts Service. • <u>Imaging Donegal Photography Commission</u> – New commission of 5 professional photographers focusing on aspects of each of the five electoral areas in Donegal. Elements of the commission can be used again in the branding of Donegal. <p><u>External Events</u></p> <ul style="list-style-type: none"> • <u>Oireachtas na Gaeilge</u> – took place in Letterkenny in October. Led by Community & Enterprise. • <u>Ulster Dancing Championships</u> – Ulster Dancing Championship to take place in Letterkenny – lead Community & Enterprise.
<p>8. Undertake events to promote Donegal Brand in Ireland and abroad</p>	<ul style="list-style-type: none"> • <u>Donegal Event Press Launch Glasgow Sept 10</u> – Donegal Co Co, Tourism Ireland & Failte Ireland. • Participation in <u>Boston/Ireland North West</u> Event October 2009 - Community & Enterprise • <u>Earagail Arts Festival</u> - The festival has promoted Donegal through representation at international conferences such as Fira Tarrega, Spain (Sept 2010) and Womex, Copenhagen (October 2010).
<p>9. Develop and promote Donegal Brand for various product areas</p>	<ul style="list-style-type: none"> • <u>CDB Working Group</u> established – lead Community & Enterprise Division
<p>10.To promote and establish Donegal as a location for film making and associated activities</p>	
<p>11.Promote and support "Donegal Brand" utilisation in relation to Donegal goods, services, attractions etc.</p>	