

Rebranding

A new look

Using a variety of media and the processes of **rebranding** and **re-imaging**, attempts to make areas look attractive to potential investors, clients and local people involve changing both their outward appearance and public perception of them.

Rebranding deindustrialised places

Rebranding often focuses on the attractiveness of places. This is possible even in places bearing the scars of deindustrialisation either by comprehensive redevelopment and giving a place a totally new identity (for example, London Docklands) or by capitalising on a place's industrial heritage (for example, Telford). An added possibility in both instances is to use the regenerated places as venues for prestigious national and international events.

Rural rebranding strategies

The twenty-first century has seen a 'new rural economy' develop, with rural areas becoming much more like urban areas in their activities. A wide range of tried and tested strategies has emerged that seeks to rebrand this post-production countryside:

- capitalising on heritage and literary associations, for example Brontë country, where the Brontës lived and wrote their famous novels
- farm diversification – agriculturally (speciality products) and non-agriculturally (converting farm buildings into tourism accommodation or offices)
- outdoor sports
- adventure tourism
- counter-urbanisation – promoting telecottaging.