

## **Item 4 – Communications Committee 5<sup>th</sup> July 2004**

### **Advertising strategy**

#### **Summary**

This paper (produced with Box of Tricks) provides an update on the public advertising strategy. It also gives a preview of how we intend to focus the strategy in the future

#### **Action**

The Committee are asked to note the outline ways in which the advertising strategy intends to be fulfilled and comment.