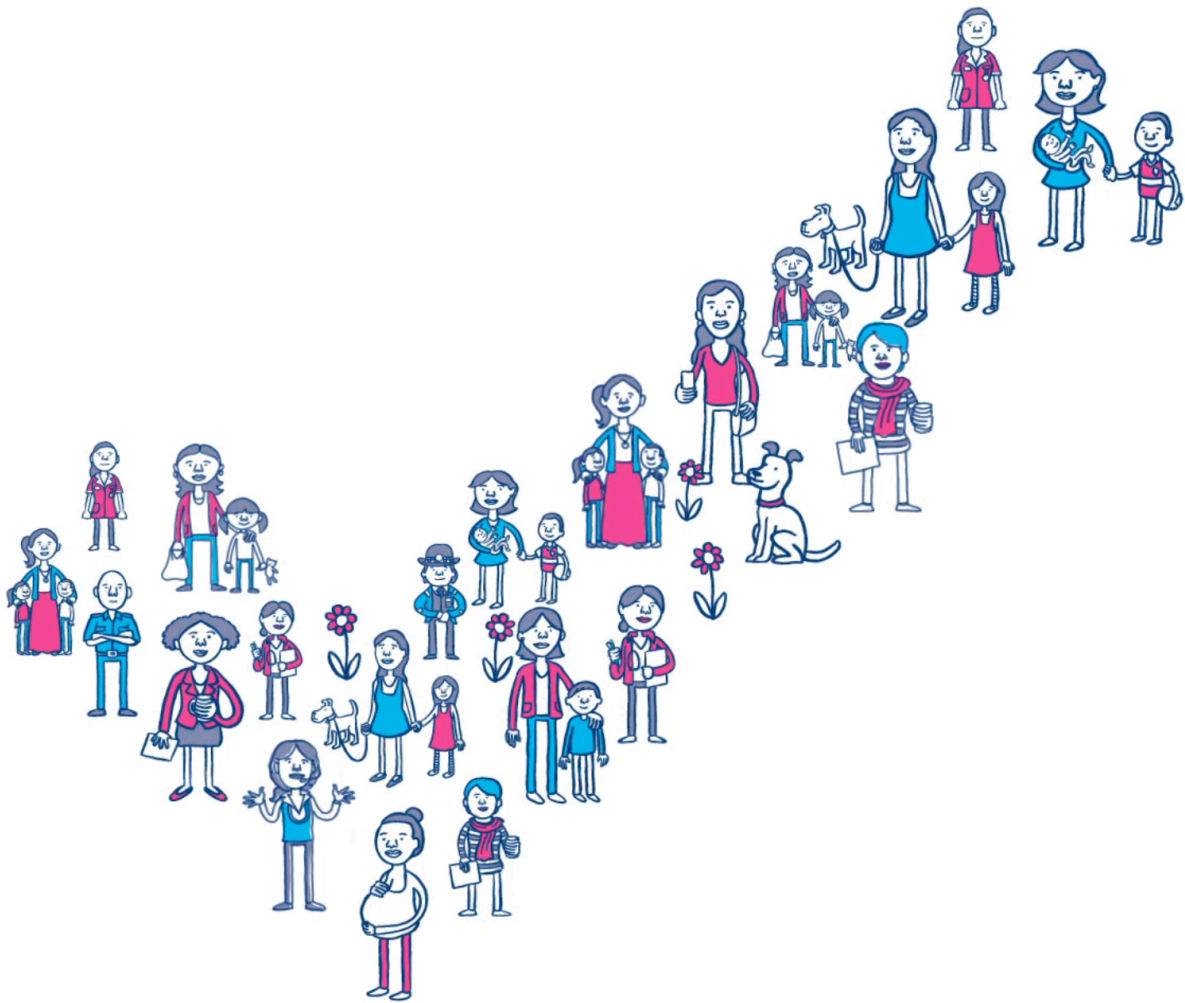


Transform Awards Europe 2015



Name	Nigel Davies
Job title	Creative Director
Entering agency	PIN Creative
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Invoice address	25 Lexington Street, London W1F 9AG
Client company	SafeLives
Title of entry	SafeLives – Ending Domestic Abuse
Categories	Best creative strategy Best naming strategy Best brand development project to reflect changed mission/position/values Best visual identity from a charity/NGO/non-profit
Project credits	Brand strategy, naming, visual identity: PIN Creative Illustration: Elliott Quince Design implementation: Soapbox Website implementation: Reading Room PR implementation: AmazonPR

SafeLives Ending Domestic Abuse

Entry Summary

To fulfil its goal of "Transforming the UK's response to domestic abuse", UK national charity CAADA defined a five-year plan to deepen the quality of its services and adopt a more family-centred approach to tackling domestic abuse.

But achieving the aims of the five-year plan was proving difficult under the existing brand positioning, name, and identity. They didn't reflect CAADA's new strategy, and lacked warmth and humanity. The name was difficult to say, spell, and remember. The logo was seen as meaningless by most people. The charity also lacked a clear strapline to reinforce its purpose – one that both internal and external audiences could rally behind.

PIN Creative reviewed CAADA's positioning, name, identity, and strapline to help align the brand with its five-year plan and objectives.

One year post-rebrand the response to the new name and brand identity versus targets has given SafeLives greater confidence to continue to spread its message. In looking at digital, social, and PR results this brand is well on the way towards reaching new target audiences, increasing its brand profile, and communicating in a clear and impactful way.

Word count: 183

CAADA logo before (left) and afterwards rebranded as SafeLives (right)



Entry statement

1 Context

Right now, 100,000 people in England and Wales are at risk of being seriously harmed or murdered by their partner. And they're not the only ones at risk – 130,000 children also live with this abuse. CAADA (Co-ordinated Action Against Domestic Abuse) is a national charity that supports a strong multi-agency response to domestic abuse. Its pioneering interventions now help more than 75,000 victims of domestic abuse every year.

Although CAADA doesn't work directly with victims of domestic abuse, it provides practical help to support those professionals and organisations that do. Its aim is to protect the highest risk victims and their children – those at risk of murder or serious harm. The approach works: more than 60% of victims who get help via CAADA's "Idvas" (Independent Domestic Violence Advisors) and "Maracs" (Multi-Agency Risk Assessment Conferences) say that the abuse stops.

To fulfil its goal of "Transforming the UK's response to domestic abuse", CAADA defined a five-year plan to deepen the quality of its services and adopt a more family-centred approach to tackling domestic abuse. This would in turn increase sustainability of funding, increase its reach and profile, and ultimately ensure a long-term future for the organisation.

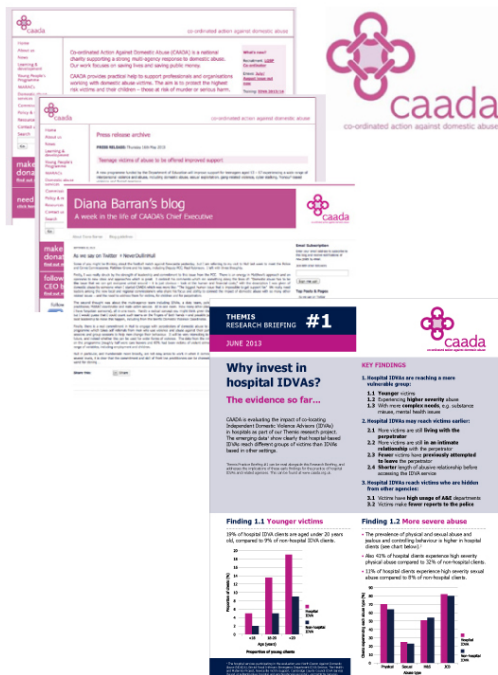
2 Challenge

Achieving the aims of the five-year plan was proving difficult under the existing brand positioning, name, and identity. They didn't reflect CAADA's new strategy, and lacked warmth and humanity. The name was difficult to say, spell, and remember. The logo was seen as meaningless by most people. The charity also lacked a clear strapline to reinforce its purpose – one that both internal and external audiences could rally behind.

PIN Creative was asked to review CAADA's positioning, name, identity, and strapline. This would help align the brand with its five-year plan and objectives, and over time allow the charity to:

- Prepare for growth, in terms of service delivery and income
- Reach new targeted audiences, enabling support of more victims
- Be more public-facing, to maximise and diversify funding streams
- Increase profile and level of influence, and be more flexible for the future
- Better reflect the strategic direction (family focus and digital delivery)
- Communicate in a more clear and impactful way
- Gain internal clarity, focus, and buy-in

CAADA identity before rebrand

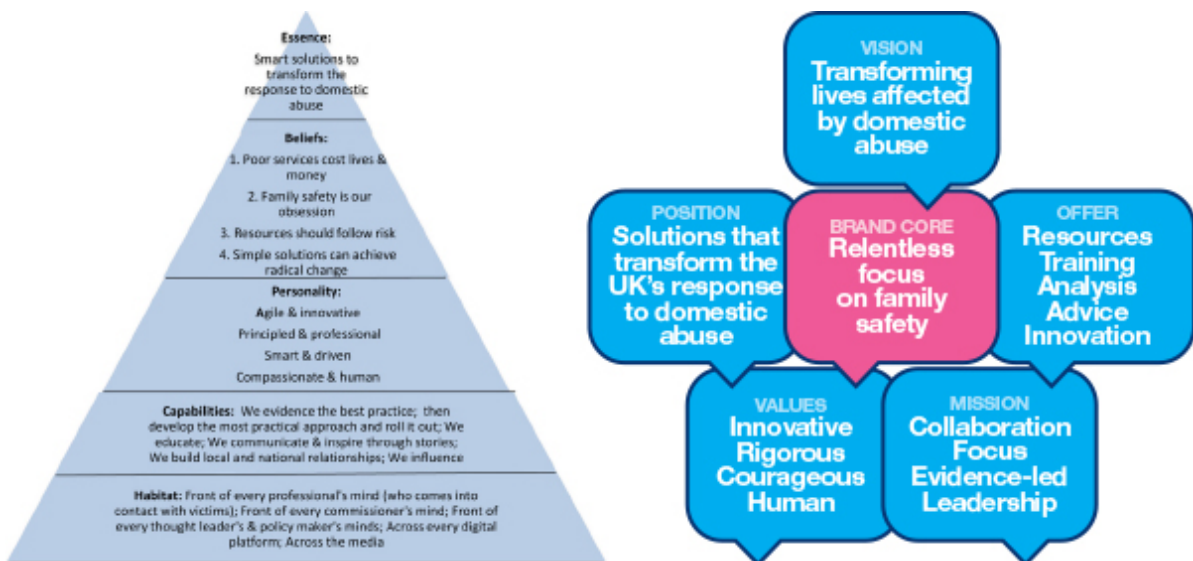


3 Strategy

Before appointing PIN Creative, CAADA worked with another strategic brand consultant, but the resulting 'pyramid' was too complex, and unlikely to resonate internally or externally. Through a series of workshops and telephone interviews with key stakeholders (including victims, police, and frontline service providers), PIN Creative defined a new, simplified brand blueprint including vision, mission, offer, values, position and brand core.

The lightbulb moment was establishing "Ending Domestic Abuse" as the strapline to support the charity's vision. Fully registered as a domain, the phrase gave the charity the confidence to find a new name that takes a positive and consumer-friendly approach to the issues, underpinned by the core desire to end UK domestic abuse forever.

Original brand pyramid (left) and final agreed brand blueprint (right)



4 Creativity

The new name SafeLives reflects the charity's new core: the relentless focus on family safety. The logo reinforces a more positive outlook for victims of domestic abuse. In terms of colour, research showed that the audience wanted a link back to the previous pink colour palette, but delivered in a fresher way, so the introduction of darker pinks and blues provides more flexibility to communications.

Establishing a strong theme at the brand's relaunch was crucial. Further research showed that more than 85% of victims were in contact with professionals on average five times in the year before they got effective help. So "Getting it right first time" became the theme across all launch communications, including all PR activity and the development of two videos shared on social channels (one tells the story behind SafeLives and the other focuses on the impact of domestic abuse on young people).

New name 'SafeLives', logo, strapline and launch video

Full videos can be viewed at <http://www.pincreative.co.uk/projects/safelives/>



Technical guidelines were delivered to enable the roll out of all report documents and other communications collateral (800+ templates were updated). The website was given both a visual and technical overhaul. New training was provided to put the brand to greater use across social media channels, including the ability to provide 'on-brand' statistics and charts that could be easily created in-house.

Guidelines, templates and launch documentation



5 Results

One year post-rebrand the response to the new name and brand identity versus targets has given SafeLives greater confidence to continue to spread its message. In looking at digital, social and PR results this brand is well on the way towards reaching new target audiences, increasing its brand profile, and communicating in a clear and impactful way.

Launch email

- 21.8% open rate for the launch email exceeds the 21.4% target.

Website

- Unique visitors/month surpasses target by 25% (12,500 unique visitors/month versus 10,000 target)

Twitter

- Followers grow 20% more than objective (4,800 followers versus 4,000 objective)
- 80% YOY increase in followers
- Retweets 108% more than objective

Facebook

- Likes increase 42% over ambition (1,700 followers versus 1,200 ambition)
- 20% YOY increase in likes

Launch day social media

In addition to the above one-year statistics, the launch day generated:

- 624 retweets (more than doubling the target of 300)
- 132 new Twitter followers (one third more than the target of 100)
- 2,500 likes, clicks and shares on Facebook
- Total Twitter impressions of 87,000

National media coverage: More than doubles previous year in just two days

- The brand relaunch (including the new name) received 25 pieces of national broadcast, print, and online media coverage in just two days – compared to 44 pieces of coverage in the entire year prior to the rebrand.
- There was a major piece on Channel 4 News and other media included: Good Morning Britain, BBC Radio 5 Live, This Morning, SKY News, The Guardian, The Times, The Daily Mirror, The Sun On-line The Guardian, The Daily Telegraph, The Huffington Post, Metro, ITV.com, msn.com, and Cosmopolitan.
- 6,554,000: Total reach broadcast media
- 9,936,000: Total reach print media



Qualitative research: Key audiences understand new values

- Since the brand relaunch, SafeLives worked with a research consultancy who interviewed a number of stakeholders to gauge perceptions. When asked to describe the brand, responses echoed the brand's newly articulated values and its focus on making all families safe, such as:
"A national body looking at moving the field of domestic abuse forwards, training people who work in it, and trying to ensure that people are as safe as they can be throughout that."
"A support agency focused on domestic violence, on reducing domestic abuse and reducing the incidences of domestic violence."

Internal understanding

- Feedback from staff post-rebrand has been positive, reinforcing the objective to gain internal buy-in and clarity:
"The clean break between CAADA and SafeLives worked well – we felt like a different organisation with a great sense of energy. We had a clear new message and it felt as if we were one team aligned around this – and that brought external people with us".

Word count: 1,129

6 Testimonials

Here's just a taster of the dozens of positive testimonials relating to the rebrand from internal and external audiences.

"SafeLives is beginning to cut through to new audiences. Since the launch, our web visitors have more than quadrupled. In recent qualitative research amongst our audiences, the new attributes of our brand were being reflected back to us already, just months afterwards. Around the country, our team is helping more local areas put our ideas into practice. And all of that puts us in a better position to achieve our goal: we won't stop until every family is safe."

[Antonia Bance, Director of Policy and Communications, SafeLives]

"Very clear, objective yet persuasive rationale for relatively simple actions to achieve significant gains."

[Via Email]

"Love the new name and logo. The name is 'self-explanatory', more memorable, more inclusive and more 'emotive' comes to mind."

[Via Email]

"Really clear how the new brand links to the new vision. Visually fantastic. Maintaining momentum with blog posts, tweets, news digests etc."

[SafeLives staff member]

"We had a clear new message and felt as if we were one team aligned around this – and we brought external people with us. It was great to have decent media coverage."

[SafeLives staff member]