

CASE STUDY CAF



CAF

■■■ committed to effective giving

WHEN

2004 - 2008

OUR CLIENT

CAF (Charities Aid Foundation) is a not-for-profit financial services institution that works to increase the effectiveness of charitable giving. CAF works to put donors in control of their giving, help charities make the most of what they get, and campaigns for measures that will encourage a climate of 'giving' in the UK and around the world.

WHY THEY CAME TO US

In 2004, through its research, CAF became concerned that the diversity of its activities created a confusion among its audiences, as to what it did and what it was for, that wasn't being addressed by its marketing. To combat this, CAF decided to refocus its marketing effort and better communicate its mission and the impact of its activities through a new brand identity.

The research identified what it was about CAF that resonated most strongly in the market place and, having defined these in a set of 'values', CAF turned to Page Nine to give them expression.

WHAT WE DID

Working out from the five identified brand values - smart thinking, collaboration, courage, tenacity and integrity - we created a logo and provided a collateral design framework through which CAF would communicate with its four key audiences - individuals, businesses, charities and government - identifying common elements and how materials directed to each audience group should be differentiated.

This we encapsulated in a brand book presenting the rationale behind the CAF brand and providing its marketing teams and agencies worldwide with a comprehensive toolkit of templates and usage guidelines.

After launching the brand in the autumn of 2004 we acted for CAF as brand champions, working directly with their marketing teams and with their other agencies to create a diverse range of materials spanning their annual review, service brochures, print and poster advertising and event display communicated through traditional and electronic media.

HOW IT WORKED OUT

"Page Nine's work has given clarity to our brand and enabled us to be much better coordinated in our marketing and professional and effective in our communications. The strength of the identity they created for us is that it helps us communicate with any of our audiences - individual and corporate donors, influencers and government bodies - no matter where, worldwide."

Graham Ullett, Head of Group Marketing

