

CASE STUDY GIVE AS YOU EARN



give as you earn

WHEN
2008 - 2009

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. The key component of this is the country's largest payroll giving scheme, Give As You Earn.

WHY THEY CAME TO US

The majority of employers and employees in the UK only know of CAF through the Give As You Earn scheme. Having created the new brand identity for CAF, the challenge was to create an identity for Give As You Earn that worked with the now established CAF identity.

CAF wanted to promote the scheme with an key message about ease of participation for employers, employees and charities alike. They also wanted to utilise our experience and expertise in delivering a comprehensive set of useful assets and tools in print and online.

WHAT WE DID

Execution included brand guidelines, brochures, marketing collateral and printed and online toolkits of downloadable collateral and email templates and intranet sites to help companies and charities promote the tax-effective giving scheme.

This approach was taken so that the tools can be regularly and cost-effectively updated. Direct marketing tools were also created for campaigns aimed at employers and charities.



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."

"This new look is designed to make Give As You Earn more inviting and engaging... [and] will boost donations to charities at a time that when they couldn't need it more"
Executive Director of Marketing, CAF

