

# Seamab rebrand

Client: Seamab

## Background

Seamab is a small, residential primary school offering a therapeutic and nurturing environment for emotionally fragile children. For 52 weeks of the year they look after up to 15 children with severe social, emotional and behavioural difficulties. Seamab provides a unique blend of care, education and therapy which is highly successful in helping children to recover from previous loss and trauma and supports children to move on to family life, mainstream education and specialist care and education placements. **Every child should have the right to a childhood and that’s what Seamab is delivering.**

## Audience & Objectives

- Make **Funders** admire what’s being done and recognise that Seamab is genuinely deserving of their support.
- Make **Potential Donors** know and understand Seamab as an exciting and deserving alternative to other charities.
- Make **Opinion-formers** understand Seamab as the standard for excellence and the thought-leader in everything they do.
- Provide **Staff** with a rallying call internally for them to get behind by clearly expressing Seamab’s common purpose and confidence.
- Make the **General Public** see that, like all kids, those at Seamab are good kids who deserve a childhood.

## Personality

Vibrant – Resilient – Quirky – Passionate – Inspiring – Affectionate

Seamab’s commitment to the children is unconditional, through thick and thin – characterised most simply by hugs and affection.

## Rationale

The children have experienced trauma, loss and abuse which has deeply affected their wellbeing, confidence and trust in others but they are still full of childish normality and enthusiasm. They take nothing for granted – not even basic feelings like freedom, joy and safety. Little triumphs can be extraordinary moments – the first time a child takes your hand, laughs, climbs a tree or tells a joke.

Out of this premise we developed a suite of characters called the Sea Changers: Joy, Safe, Hope, Hug, Free, Brave and Calm – and some unwelcome visitors: Sad, Scared and Angry. The Sea Changers characterise what the children had been missing, what Seamab offers them and how Seamab hopes to enable every child to reach their full potential. Seamab is where Hope lives, where Free lives, where Joy lives, and as the children and staff proudly say, **where we live.**

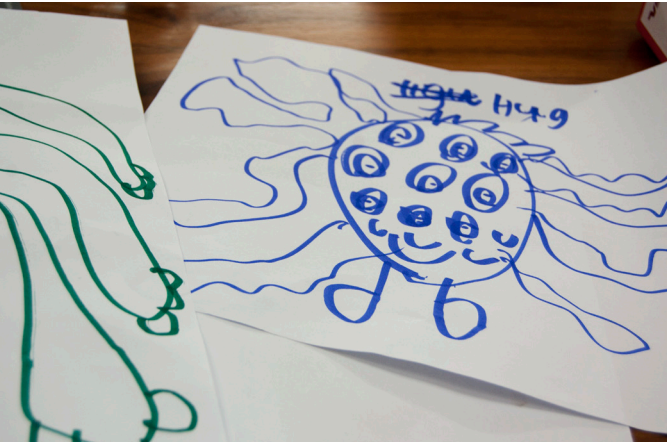
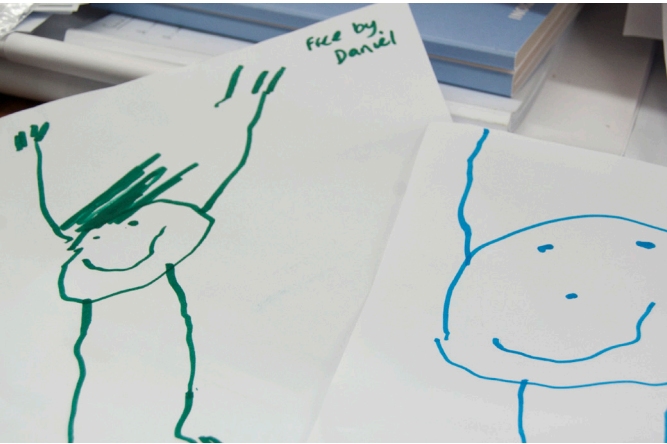
## Results

The Sea Changers allow Seamab to use emotive copywriting to get tell their poignant stories – both happy and sad – without breaching the privacy and sensitivity of the children. The stories have reduced social workers, teachers and even finance managers to tears.

The Sea Changers help the children to recognise, manage and talk about their emotions and have been adopted widespread at Seamab as a teaching tool. This is a fitting outcome for a project that involved the kids from the start – from taking part in the initial workshop, to helping to choose colours, drawing ideas for the Sea Changers and even helping to measure up for their new signage.

*“I am still getting my head around what a wonderful piece of work you have done. Marie bounced into school this morning and said she was going to be working with ‘Joy’ all day. We are going to use some of the work in the children’s planning, adding a new section called ‘Where I Live’ which will be all about the child and how we work with them. So I think you can see the immediacy of the impact this is having.”*

Joanna McCreddie,  
Chief Executive, Seamab



Drawing inspiration from the children at Seamab.



Free has lived at Seamab since forever.

He loves climbing trees, running around and he's the most confident lad you could ever meet. Some of the kids are afraid of Free at first. They think Free could get them hurt again. They think they don't deserve to know him.

Every child deserves to know Free and with your help we can make them great friends.

**Seamab**  
Where Free lives.



Joy has always lived at Seamab.

When some kids arrive here they can't seem to find her. They've never met her before and they don't really know what she looks like. When they are introduced to her they can be hostile at first - she is a stranger after all.

Given enough time, care and attention, every one of our kids can get to know Joy. Help us to make that happen.

**Seamab**  
Where Joy lives.



Sad sometimes visits Seamab.

Sometimes the new children carry him in on their backs. Sometimes he sneaks in when nobody's looking.

We don't ignore Sad, but we do help the kids to say goodbye to him. Sometimes it's hard to say goodbye. Help us to make that happen.

**Seamab**  
Where we live.





Carrying the brand through promotional material and stationery.





Applying the emotive copywriting style to fundraising campaigns and children's stories.