

A man with short brown hair and glasses is shown from the chest up. He is wearing a dark suit jacket over a light blue button-down shirt. He is pulling the shirt open with both hands, revealing a white t-shirt underneath. The t-shirt features a graphic of several overlapping circles in shades of green and blue. The background is a plain, light-colored wall.

What's in a name?

The story of how a name change for a small charity became a game changer.

{UNION}

Client: Worldwide Cancer Research
Agency: The Union

Précis.

AICR, a small cancer research charity based in St Andrews, Fife, faced considerable challenges in 2012/13. Despite pioneering work and a proud 35 year history, the task of fundraising was increasingly a challenge. The management, working with The Union, made wholesale changes to the charity's branding and marketing. The newly branded Worldwide Cancer Research is, even within 10 months of launch, already proving to be a change for the better.



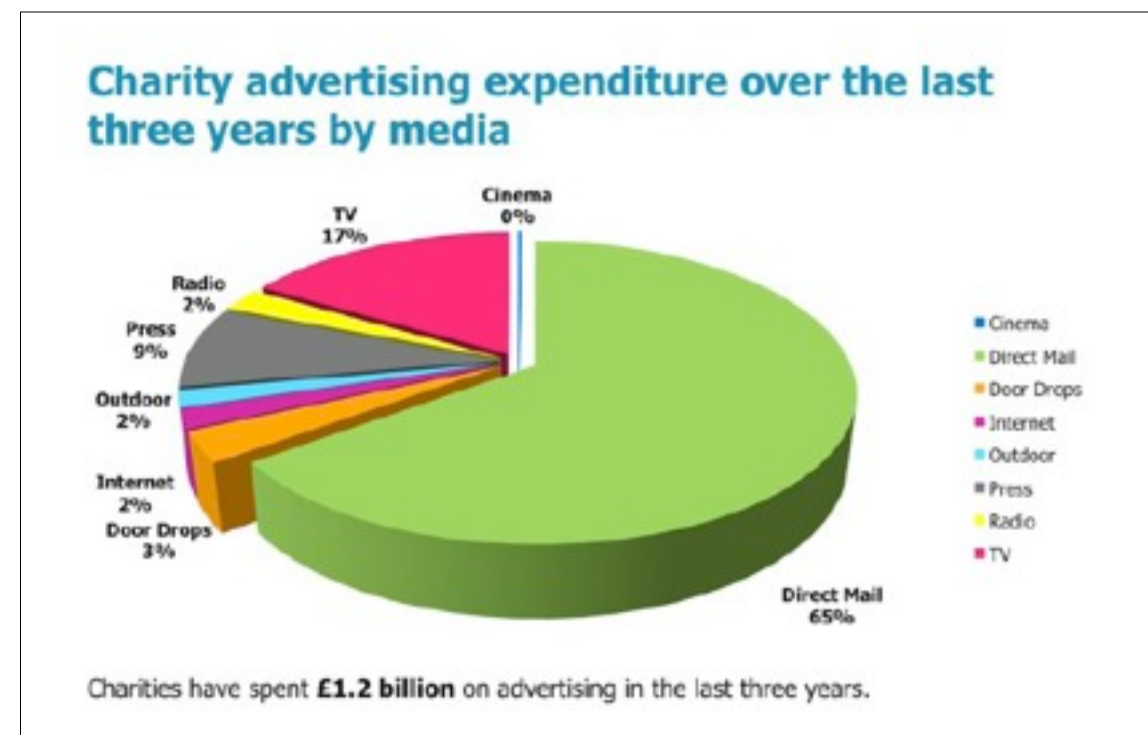
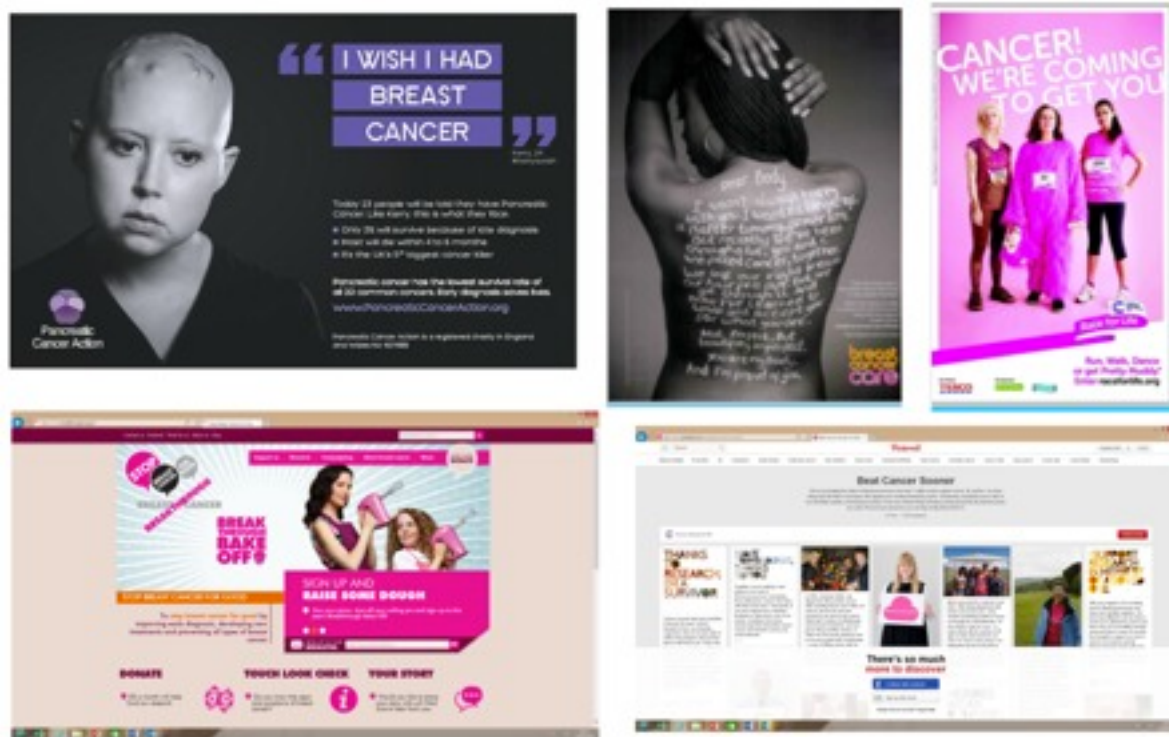
Charities may be nice, but the market's brutal.

There are over 164,000 registered charities in the UK¹. 620 are cancer charities². The biggest UK cancer charities are huge brands. Cancer Research UK, Macmillan and Marie Curie spend tens of millions in marketing and fundraising. They also get the support of the BBC, large retailers and A-list celebrities. In the last three years UK charities spent £1.2 billion in advertising.³ Make no mistake - charity marketing is big business.

This is a story about a cancer charity at the other end of the scale. A small charity. A charity you will never have heard of. It's a story about how this charity realised that to succeed it had to evolve. To adapt. And given that it was almost 35 years old, this was no easy decision. It required belief and bravery.

The change was bold. It was executed with flair and energy. It touched all aspects of the charity's activities. The charity changed its name, brand identity and all aspects of its marketing.

And although the change is new, the evidence is that it is already having a transformational effect on the charity's fortunes. An increase in web engagement and effectiveness, increase in online donations, and increased engagement with key stakeholders. The charity can now look to the future with confidence and with optimism for future fundraising activity.



The UK charity market is highly competitive and sophisticated; with millions spent on advertising and marketing.

1. Charity Commission - 30 September 2014.

2. Charity Commission - 30 September 2014.

3. MMS Neilsen.

The charity you've never heard of.

The Association of International Cancer Research (AICR) was set up in 1979 in St Andrews, Fife.⁴ It was started with the goal of funding fundamental and translational cancer research by awarding grants to scientists.

The science bit.

Fundamental research is the work that happens long before clinical trials - which is the last stage before a new drug comes to market. It's frankly the less sexy end of the market. It's about trying out new ideas - mostly at a cellular level. (Imagine lots of petri-dishes in a lab.)

Once an idea is proven it then might move to a transitional stage - where it is tested to see if the idea is still working and is safe for human (clinical) trials.

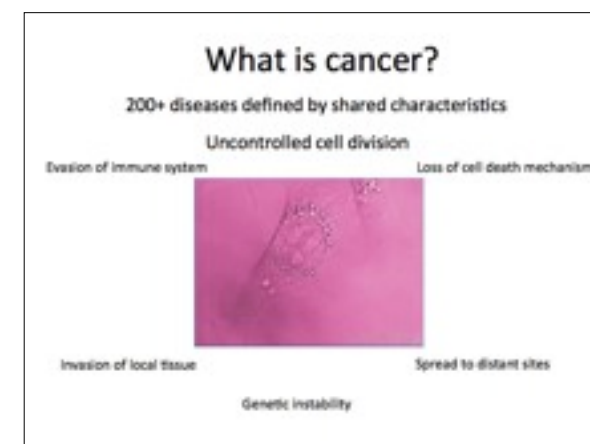
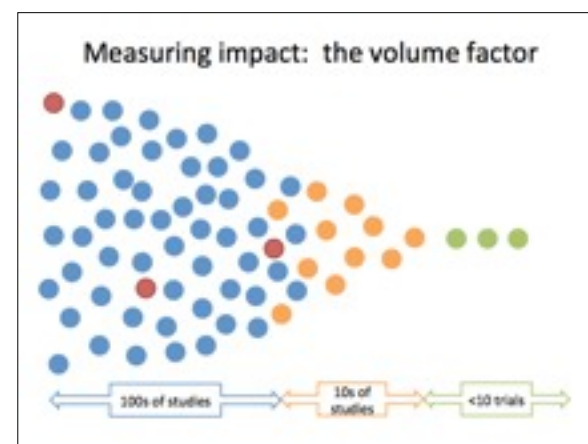
Clinical trials are expensive - and mostly carried out by large pharmaceutical companies. They invest at this stage because it is less risky - they are investing on the back of 10 years or more of work done by the scientists who are funded by charitable giving or by universities. Only then can a drug come to market.

Thus the 'funnel' of scientific research has two key features. First, it can take *years of research* for a new drug to come to market. Secondly, it invariably takes *lots of projects* (many which don't succeed) to result in success. Put simply, there's a lot of trial and error. Scientists in fundamental research are working at the very edge of medical knowledge.

It is broadly true that the focus and energy in cancer research is at the 'bottom end' of the funnel - clinical trials - the stage at which new drugs are coming to market. But without the work at the top of the funnel - often pioneering - there would be no body of science to drive new breakthroughs and new ways of fighting cancer.

And if you consider that cancer appears in more than 200 forms, is hugely complex, and is constantly evolving, you can imagine just how big the challenge is. And this is the challenge that AICR was set up to take on.

Working on this project required a good basic understanding of the complex science and research processes involved.



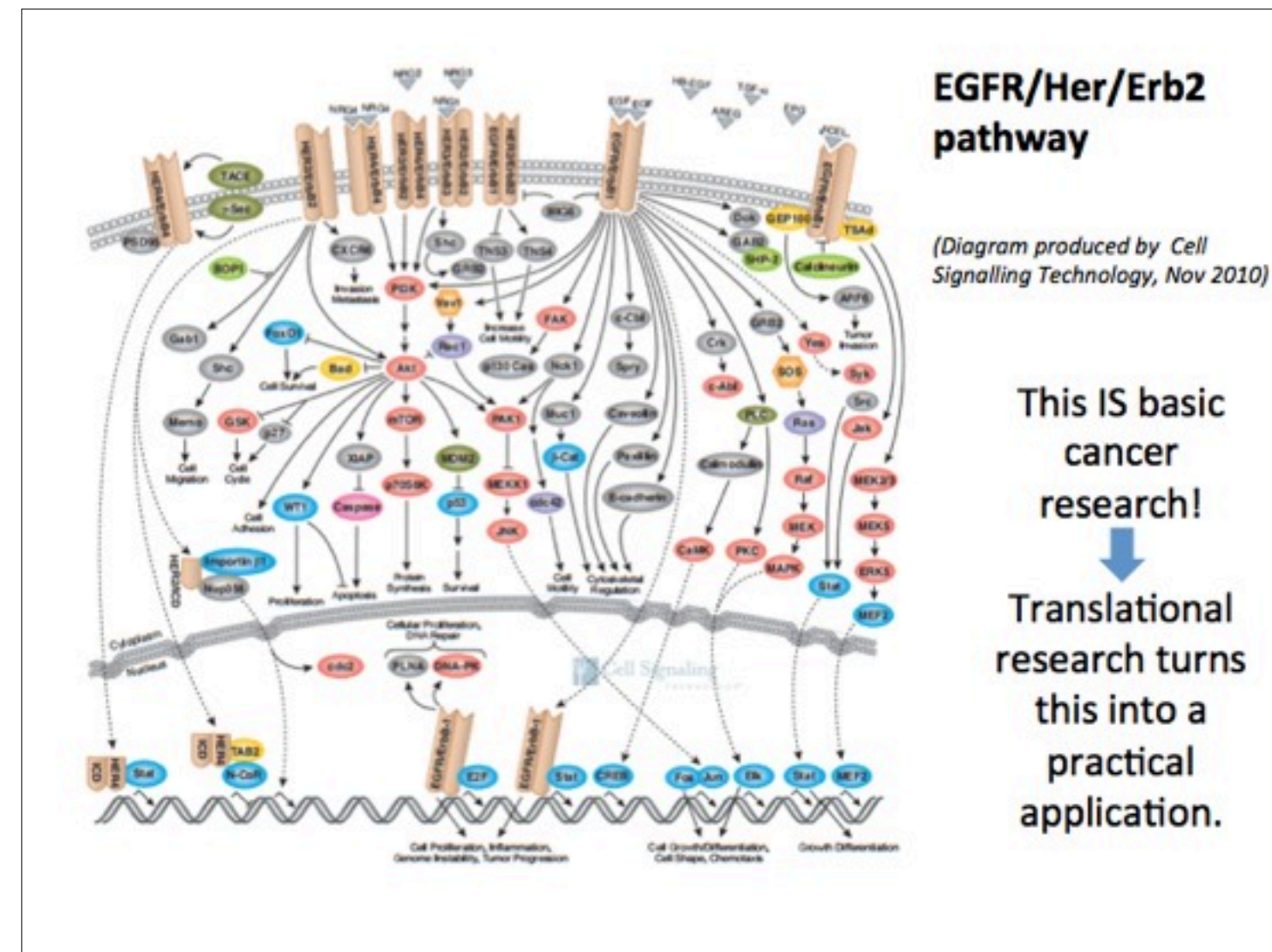
4. Founded by Dr Colin Thomson at the University of St Andrews.

How AICR works.

The founders at AICR had a clear vision as to how they wished to operate. They had a belief that cancer knows no boundaries - and therefore the fight against cancer should have no boundaries. So any scientist, from anywhere in the world, can apply to be funded by AICR.

They had a view that the fight against cancer is a fight against ALL forms of cancer - so they would fund all cancer projects. Finally, they knew that the world of science moves fast - so they set up funding on a six monthly basis - to be in step with new learning.

The selection method set up by the founders has stood the test of time. Scientists from all over the globe apply to AICR with their proposals. These are judged by a specialist panel of over 200 scientific assessors who report to a Scientific Advisory Committee (SAC). The SAC - 20 experts of the highest quality - meets twice a year to decide who gets awarded a grant. Around £8 million per annum is allocated.



Cancers evolve, too, and quickly...



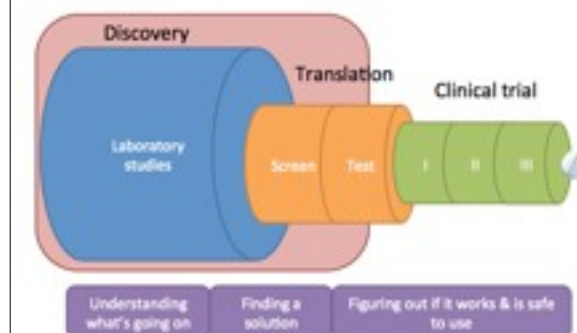
The precise complement of gene mutations in a cancer

- varies, even within different parts of a single tumour
- changes over time, especially in response to treatment
- can be very different between different people with the same type of cancer.

"Clonal evolution in relapsed acute myeloid leukaemia revealed by whole-genome sequencing"
Ding et al. Nature 461 (7262), 2012

A lay person may imagine cancer to be complex - the reality is that it's more complex than even that!

What does this mean?



Success in science.

In 35 years 1,717 projects have been funded by AICR. Over £185 million has been given in grants. Hundreds of scientists have been funded, in over 30 countries worldwide. Currently there are 165 live projects into over 20 different types of cancer, at 109 institutions.⁵

AICR's contribution to the fight against cancer is wide-ranging. It includes uncovering pancreatic cancer risks, identifying gene alterations which increase the risk of oesophageal cancer and finding new targets for tackling prostate cancer.

AICR holds a special place amongst scientists. They know that much research would not happen without it.

*"No other funding I have received has ever achieved so much."*⁶ is a typical statement of support.

We think it is a reasonable assertion (although we cannot be certain) that no other charity has funded fundamental research into so many cancers, in so many countries, over such a long period of time. *All from a small office with 18 staff in St Andrews, Fife, Scotland.*



Our (scientific) selling points

- Fundamental research
Finds long-term, transformative solutions, has record of success, but becoming under-resourced at a crucial time
- All cancers
Rare cancers, multiple cancers, all cancers, underpinning biology
- Worldwide
Answers from anywhere, broad geographical view of cancer, lower profile cancers
- Independent
No political agenda, no commercial needs. Free to focus on finding answers, no matter how long it takes.

AICR's very clear principles and modus operandi has led to significant achievements over 35 years.

5. Worldwide Cancer Research Grant Stats - February 2015

6. Professor Dario Alessi, University of Dundee.

A dark shadow.

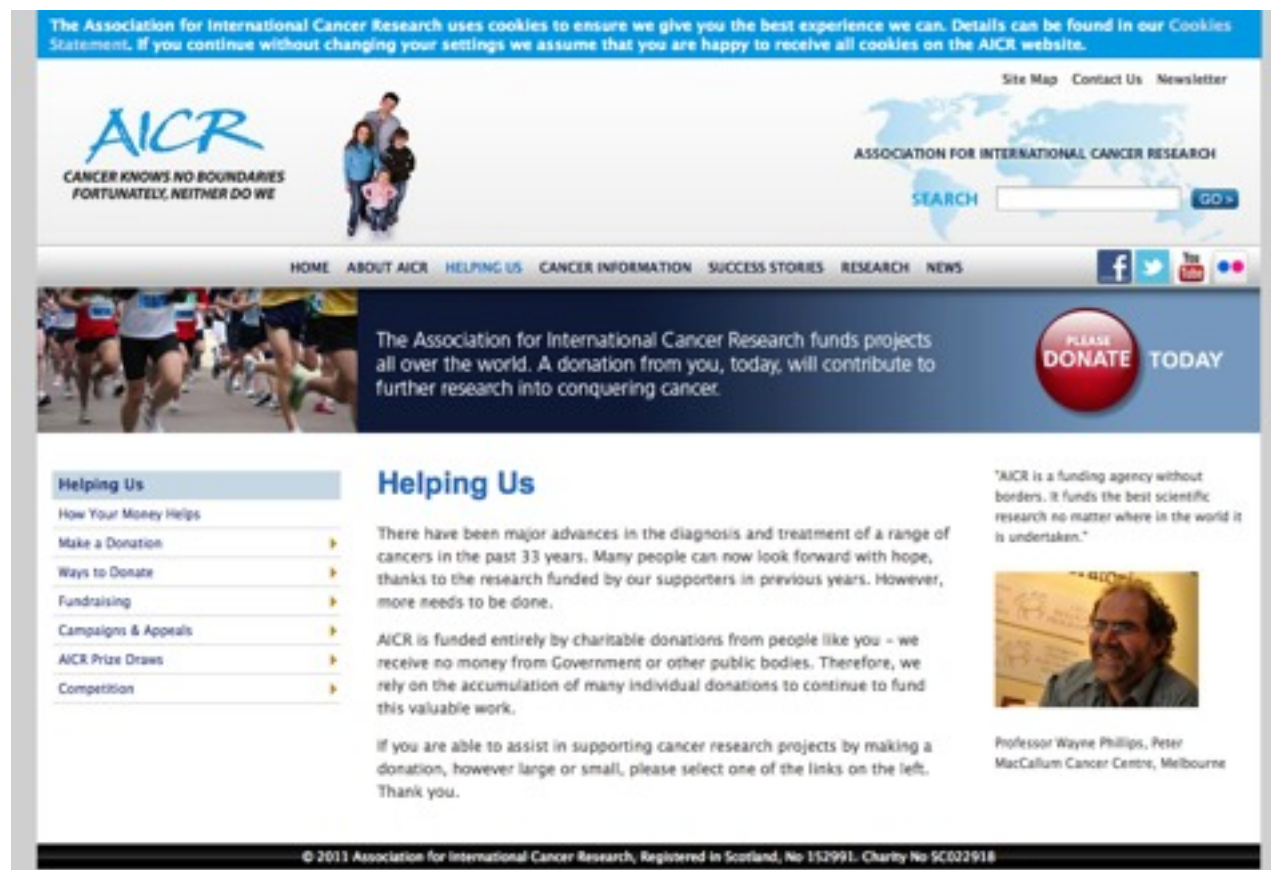
Despite the successes outlined above, in 2012 AICR realised it faced some significant challenges.

The crux was that it was getting harder (and more costly) to raise funds for research.

The challenges were:

- Increasing competition from other charities - with bigger budgets.
- AICR's low profile a limiting factor in raising money.
- AICR's fundraising model; legacies, regular donors, traditional methods (money boxes), was under threat.
- As a result funds raised were in slow decline - down by 5% over four years.
- The Scientific Committee reported that they could easily double the research funded. Thus for every project backed - another worthy project was being denied.

Given these challenges, the CEO and the trustees identified that they required marketing expertise. They conducted a pitch process. In 2013 The Union was appointed to a) help advise on branding and b) help to refocus the marketing messaging for fundraising.



AICR's branding over the years had focused on the AICR letters, given the length of the full name.

Time for change.

The Union consulted with key stakeholders: trustees, senior management team, scientists and regular donors. Consumer awareness research was also done.

The key conclusions were:

- The words ‘cancer research’ were the two most powerful words in the charity arena. They attracted more empathy and emotional involvement from consumers than any other charitable cause.⁷
- AICR was virtually unknown outside its core stakeholder group.
- AICR had a unique position in the market - its philosophy of supporting research for any type of cancer, for any scientist, anywhere in the world, was not replicated.
- AICR’s online presence was not optimal - serious improvements needed to be made.

This led The Union to make bold recommendations to AICR.

- The brand AICR was no longer fit for purpose. AICR was a cancer research charity - *this needed to be communicated loud and clear.*
- The brand’s unique message was not coming across clearly. This needed to change.
- New methods of fundraising had to be explored - including improving the website and online/social media marketing.

The Union’s most radical proposal - *that the charity should change its name* - was a big challenge. It represented risk, confusing existing audiences, investment, and potentially an unraveling the work of the past 35 years. Was this really necessary?

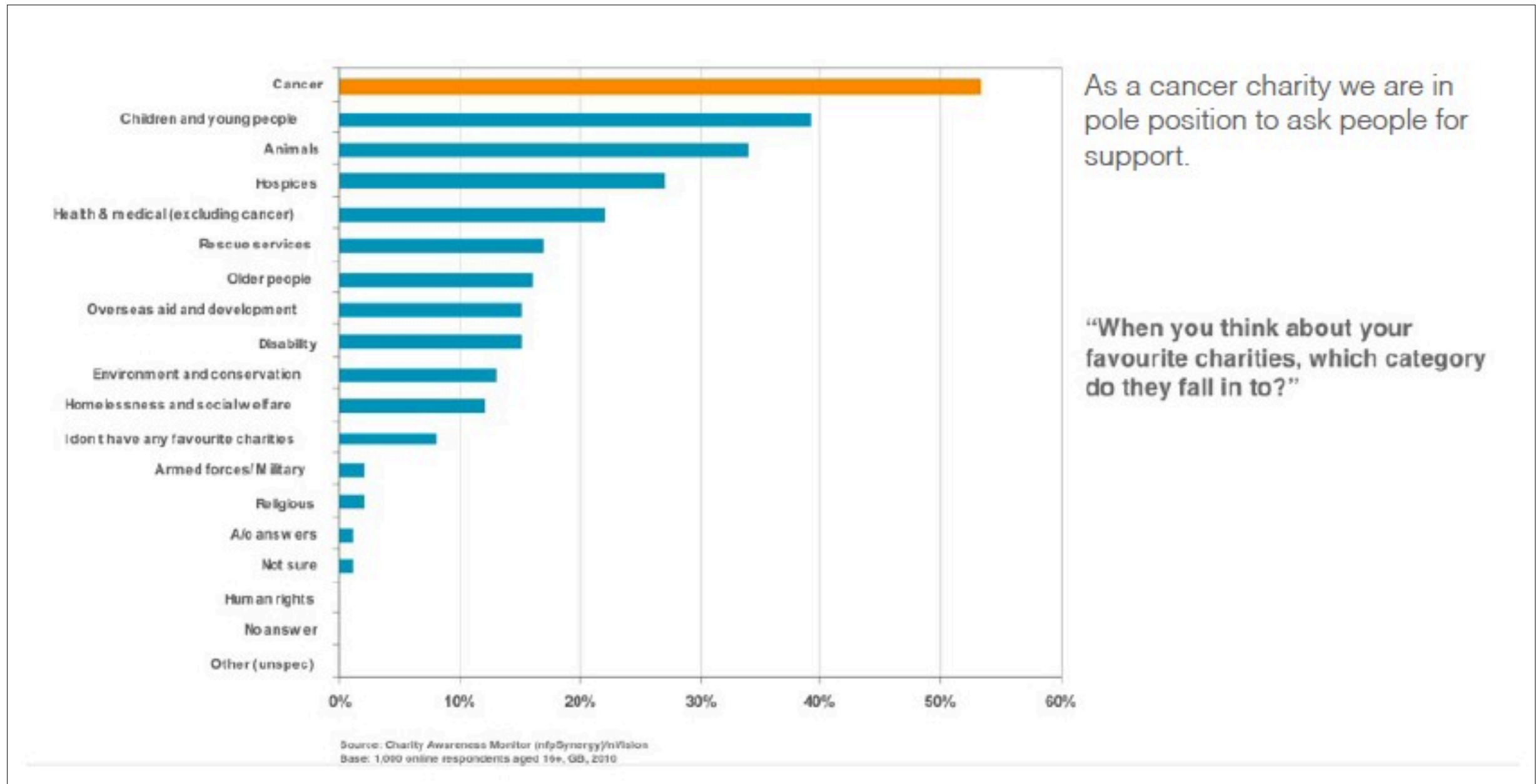
The Union demonstrated that the research was clear and the charity agreed. To their credit they were prepared to make a step-change.

**The Union
concluded that a
name change would
be a significant
advantage in the
battle for market
share.**



7. Charity Awareness Monitor, 2010.

A powerful cause.



The evidence is clear that Cancer charities have a competitive advantage in the fight for hearts and minds.

The trust issue.

The 'trust line'.

Recent research also shows that **single-cause, clearly named charities** have the advantage.

Twice as likely to have descriptive name eg. 'Teenage Cancer Trust'.

More likely to represent clear-cut universal causes eg. cancer.



More likely to have ambiguous name eg. 'Care International'.

Minority ailments, disabilities and mental health.

The Union also found that simple, direct names work better in charity marketing.

A new brand for the future.

The Union then developed a new brand. Names were researched. Trademark and copyright issues were explored and checked. Eventually, after testing of several variants - the name *Worldwide Cancer Research* was selected.

A brand positioning and messaging exercise was also conducted. The Union worked closely with the Head of Research⁸ at the charity to ensure that all messaging was technically correct. At this stage the charity also hired a new Head of Communications, Beverley Hart, to implement the changes required in a major rebranding.

A brand ladder, which encompassed all aspects of the charity and its desired positioning, was developed and approved by the charity.

A new strapline was created. *‘Whatever it takes, wherever it takes us.’* This encompassed the spirit and attitude within the charity - as well as the unique nature of the mission - the charity will go to the ends of the earth to search for a cure. (Important to note that the major UK cancer charities *do not fund* research from outside the UK.)

A brand design process then commenced. Finally a selected design was agreed. The six circles of the brand marque represent the global community – the union of scientists and partners working together in the fight against cancer. They can also be interpreted as minds and countries sharing knowledge and ideas, or thought bubbles, petri dishes or even the world itself.

From this design the brand guidelines were completed.



Key messages.	
Fundamental cancer research.	Believe important to fund truly original research.
Any cancer.	WCR is encourages projects from new researchers, investing in tomorrow's scientists.
Anywhere in the world.	Believe international collaboration is the way forward.
Been fighting cancer for 32 years.	Awards only given on advice of leading scientific experts.
c.200 current projects.	WCR is not tied to any programmes - free to fund less widely researched areas of cancer.
c.20 current countries.	Unique - WCR is the only cancer research charity to work the way it does.
Total of 1900 projects.	Believe cancer is a global problem and the solution will come from global co-operation.
Total of over 30 countries.	
Been part of many significant advances of understanding.	
Wholly independent charity.	
Awards grants every six months.	

The Brand Ladder	
Strapline	Whatever it takes, wherever it takes us.
Brand Idea	Going further.
Personality	Passionate, open-minded, creative and maverick.
Values	Resilience, diligence and optimism.
Brand Attributes	Any cancer, worldwide, dedicated to fighting cancer through research, practical funding.
Mission	To keep funding the search for answers.
Vision	No life cut short by cancer.

A thorough brand development process led to a clear articulation of the brand, its personality, positioning, messages and values.

8. Dr Helen Rippon.

Brand vision and values.

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THE BRAND

A brand is much more than a nice logo and a clever strapline. It's an organisation's beating heart. A manifestation of the promises it makes, the colours it nails to the mast and the relationships it fosters with employees and the wider public. That DNA can be found in everything from a telephone greeting to a compliment slip. Our brand attributes form the platform for who we are, how we behave and what we stand for.



The final brand vision, values and key communication elements; as defined between the agency and client after the branding process.

New name and identity.

The core identity. Deliberately graphic and simple; and yet flexible.



Stationery.



Personalised business cards.



Beverley*

*Mother of two, wife of one and feeder of sharks for the greatest of causes.

whatever it takes,
wherever it takes us.

Helen*

*A badminton-playing, tea-slurping, veg-growing, star-spotting cancer biologist.

whatever it takes,
wherever it takes us.

Paula*

*Lover of family life and Friday night Proseccos. Hater of cancer.

whatever it takes,
wherever it takes us.

Dorothy*

*Has shoes for every occasion (65 pairs)! Ideal for walking all over cancer.

whatever it takes,
wherever it takes us.

Suzanne*

*A high-fiving, sky-diving, event-running, guitar-strumming, fundraising heroine.

whatever it takes,
wherever it takes us.

Norman*

*1 shark dive, 2 marathons, 20+ abseils... and counting. Going the distance to fight cancer.

whatever it takes,
wherever it takes us.

Faith*

*Community-spirited but red-headed and fiery. Cancer better not mess with her.

whatever it takes,
wherever it takes us.

Jack*

*Can be found picking the strings of a Les Paul and unpicking the effects of cancer.

whatever it takes,
wherever it takes us.

T-shirts.



Collateral and sales support.



Comprehensive brand guidelines.



Comprehensive brand guidelines.

17

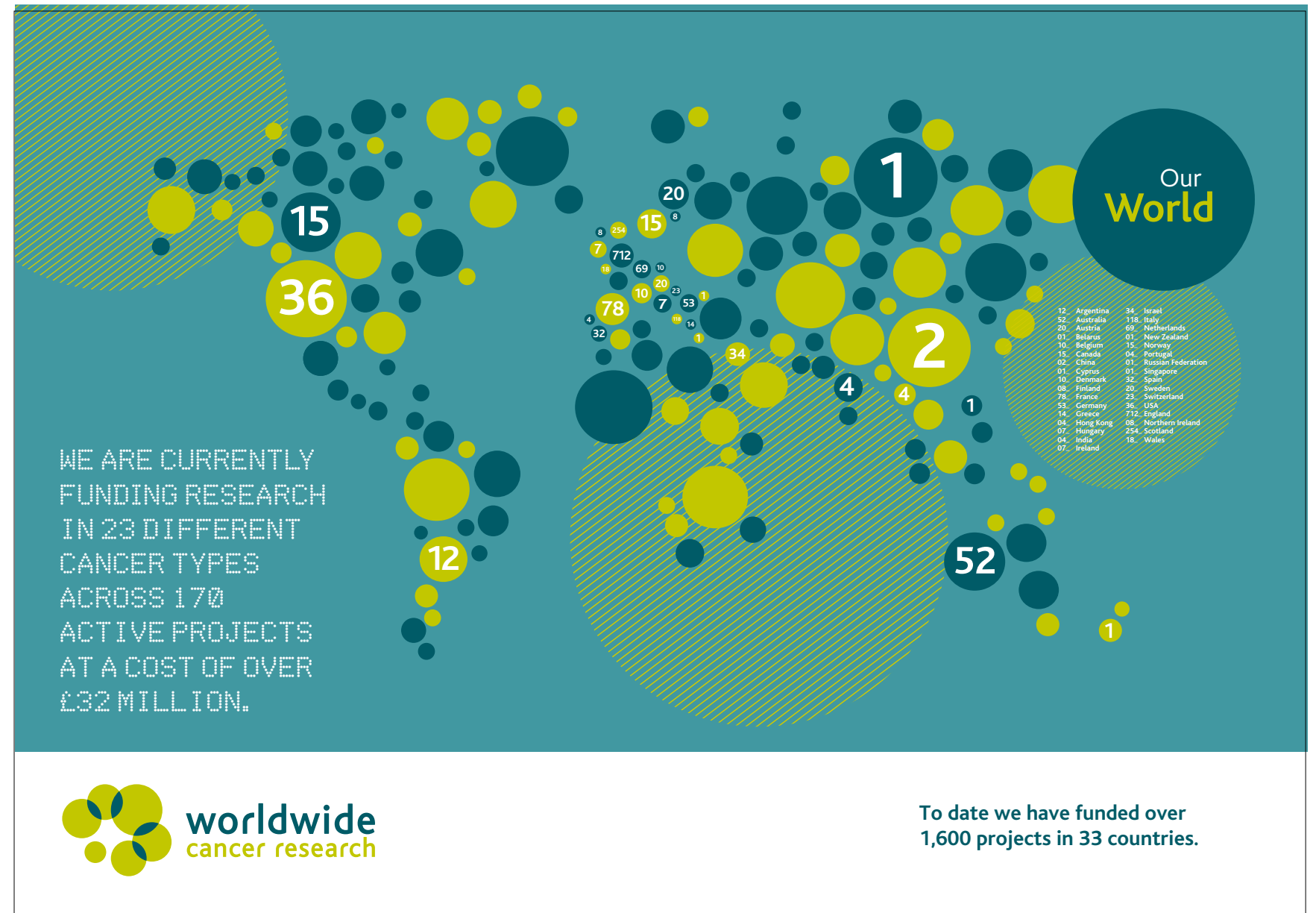
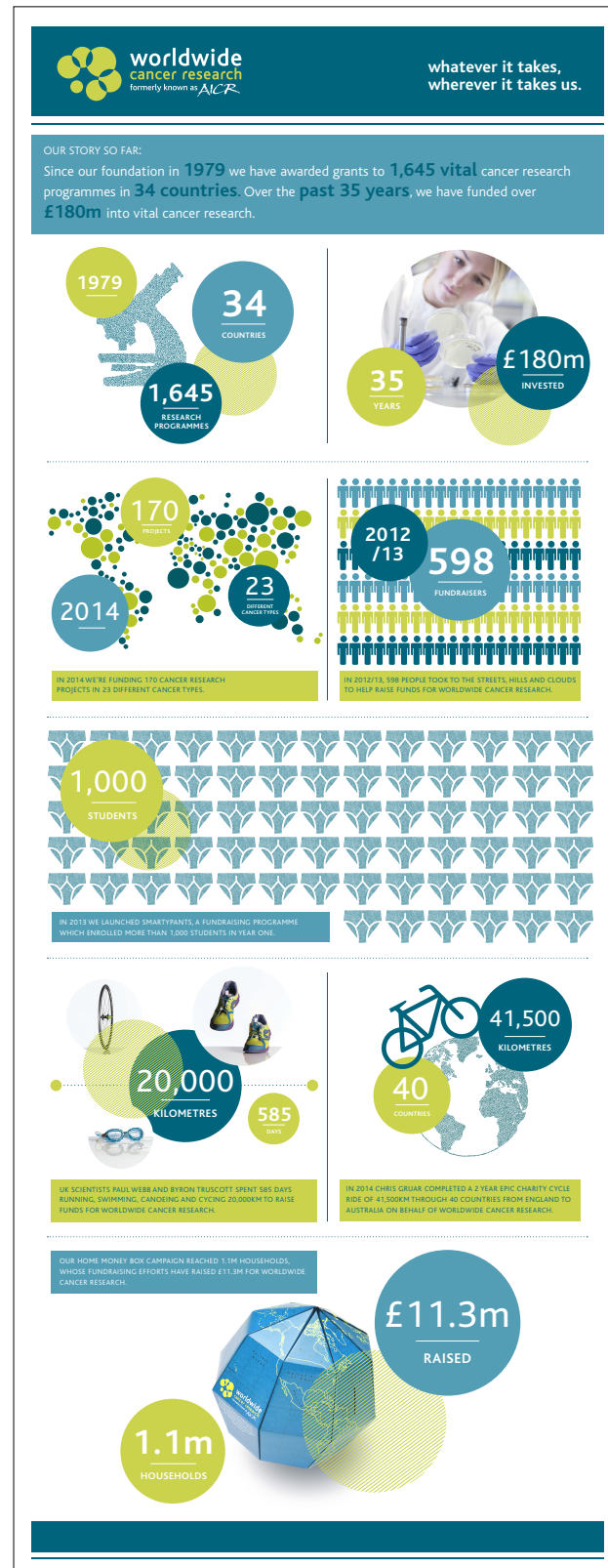
COMMISSIONED PHOTOGRAPHY: Fundraising



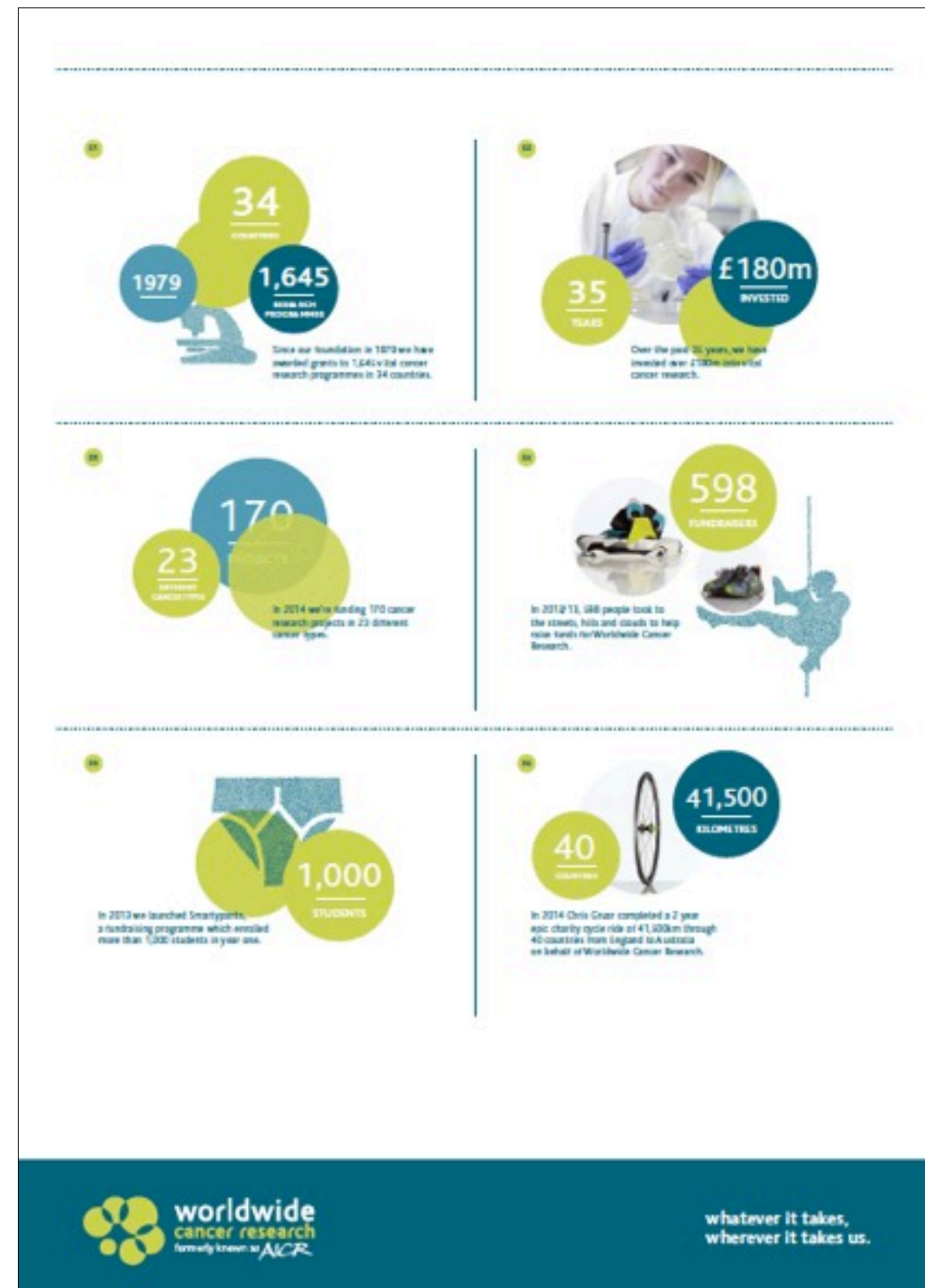
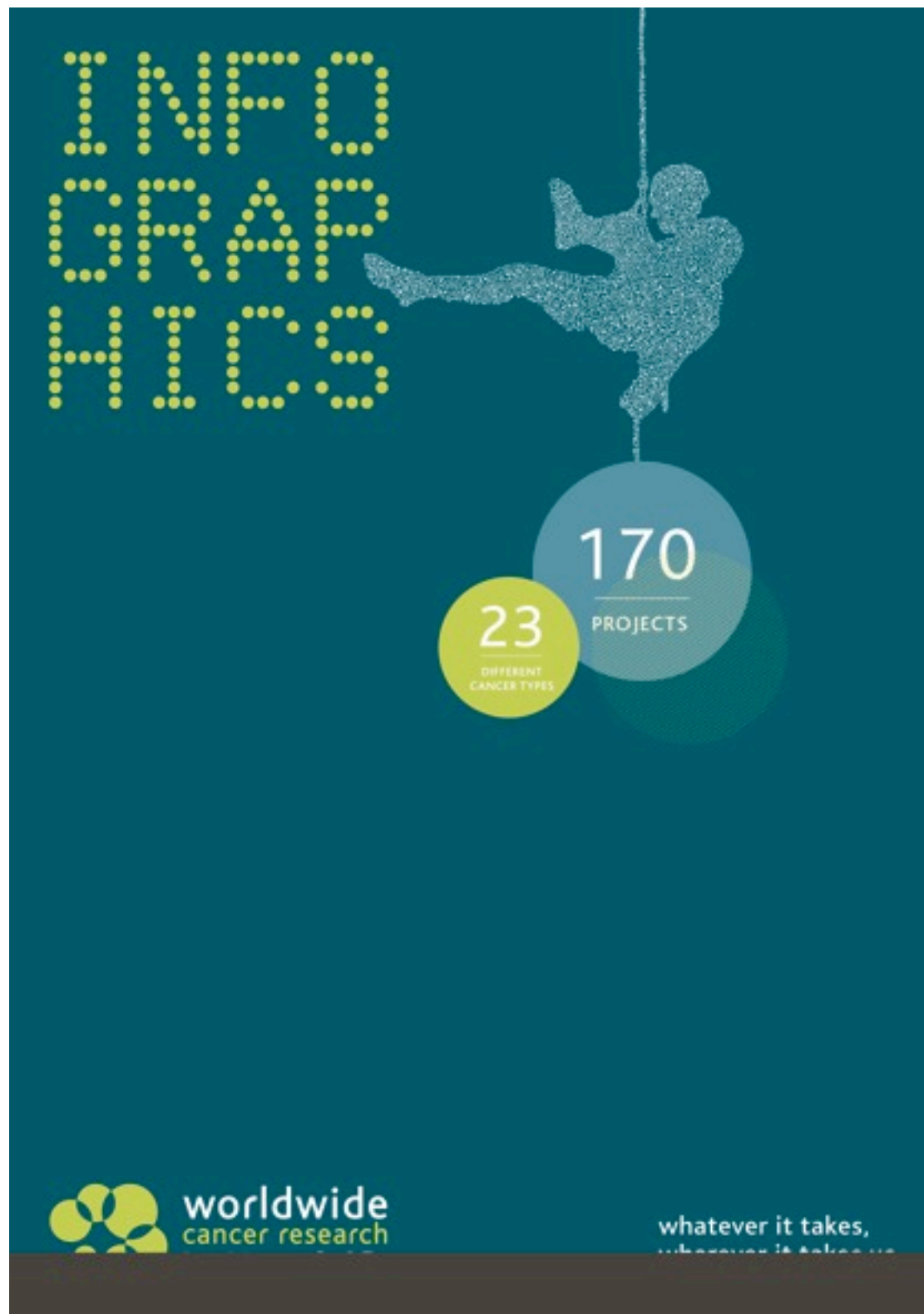
Comprehensive brand guidelines.



Posters and infographics.



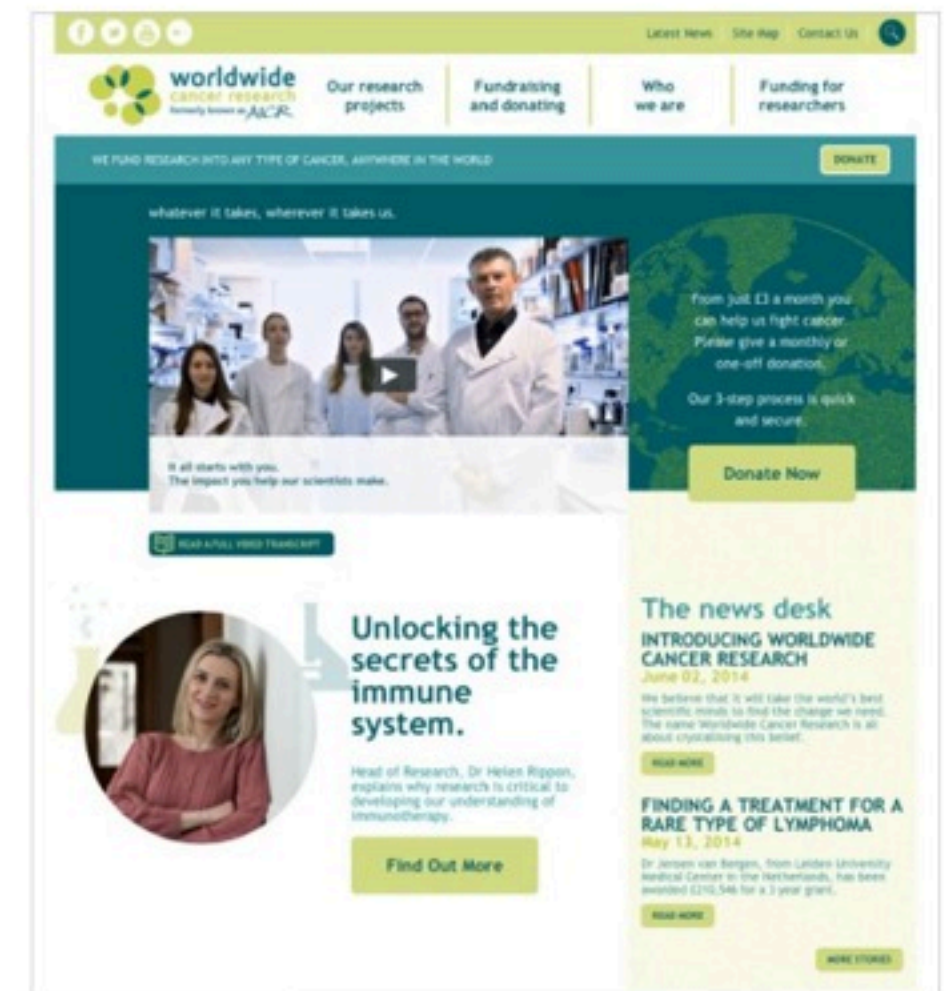
Infographics.



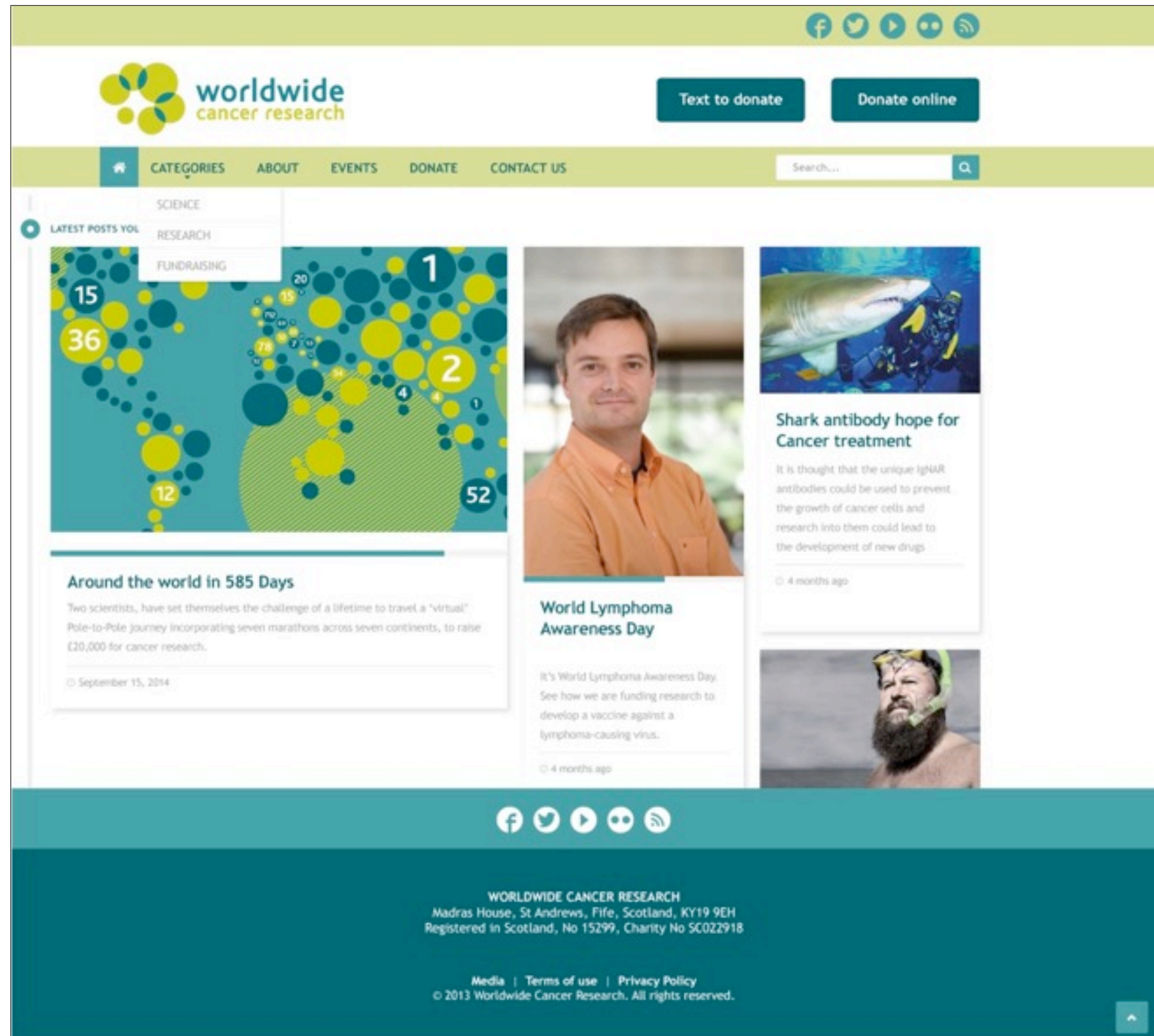
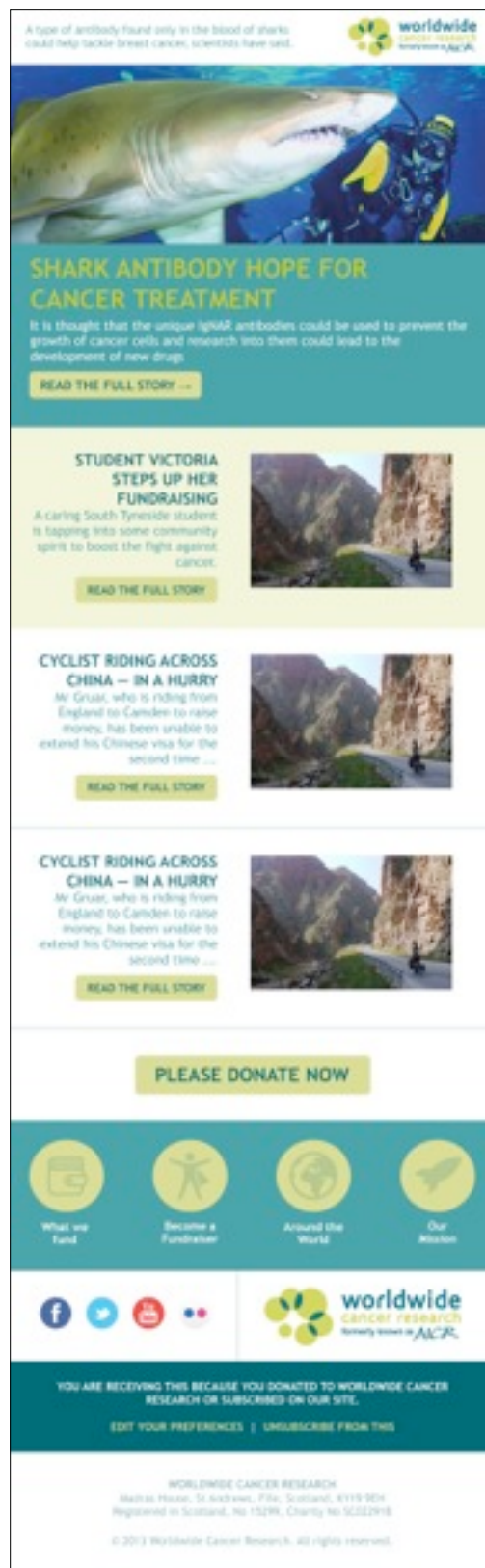
New website.

The new website was mobile responsive; had a refashioned and improved donation process; interactive grant maps and fresh content; including new videos.

www.worldwidecancerresearch.org



Stakeholder and scientist email updates, new blog.

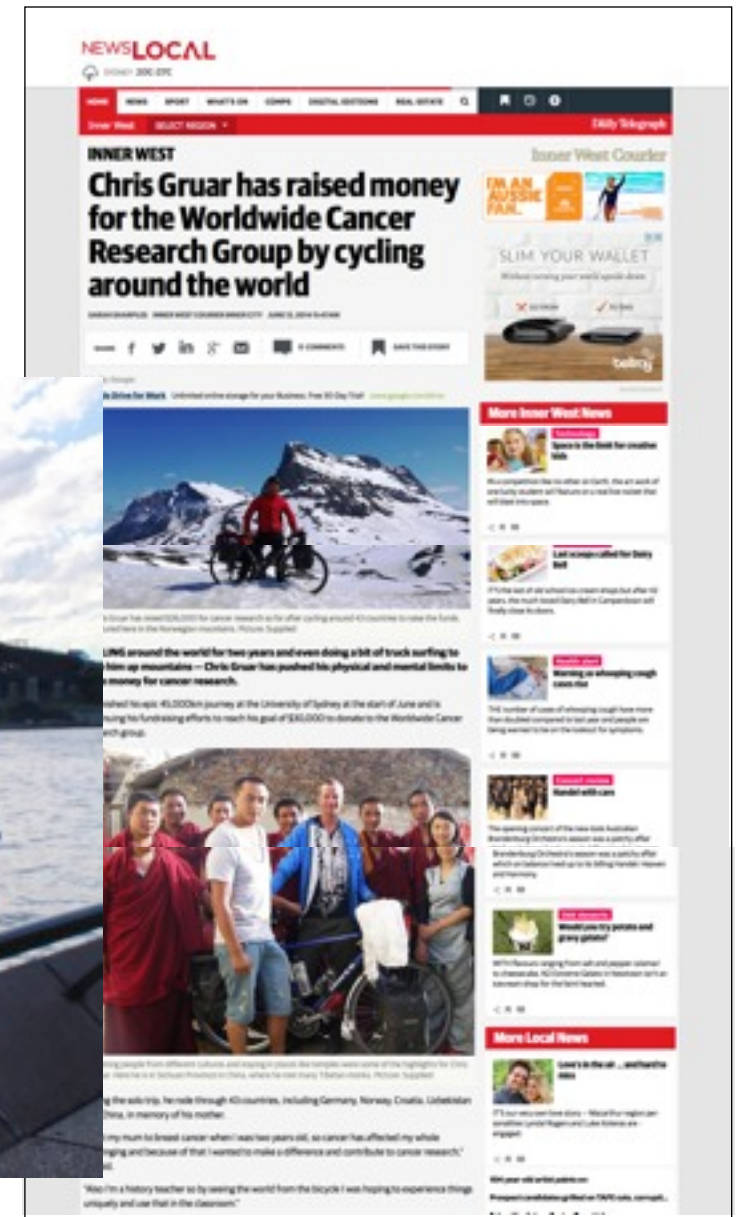


Launch endorsement and PR.

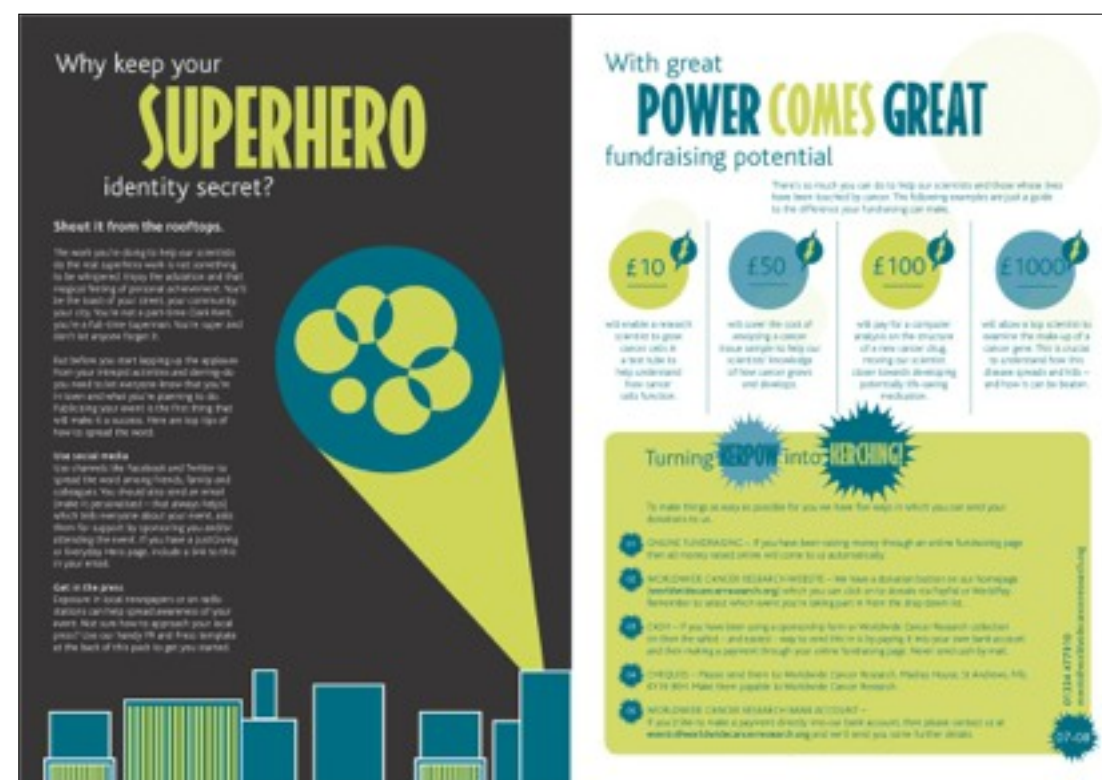
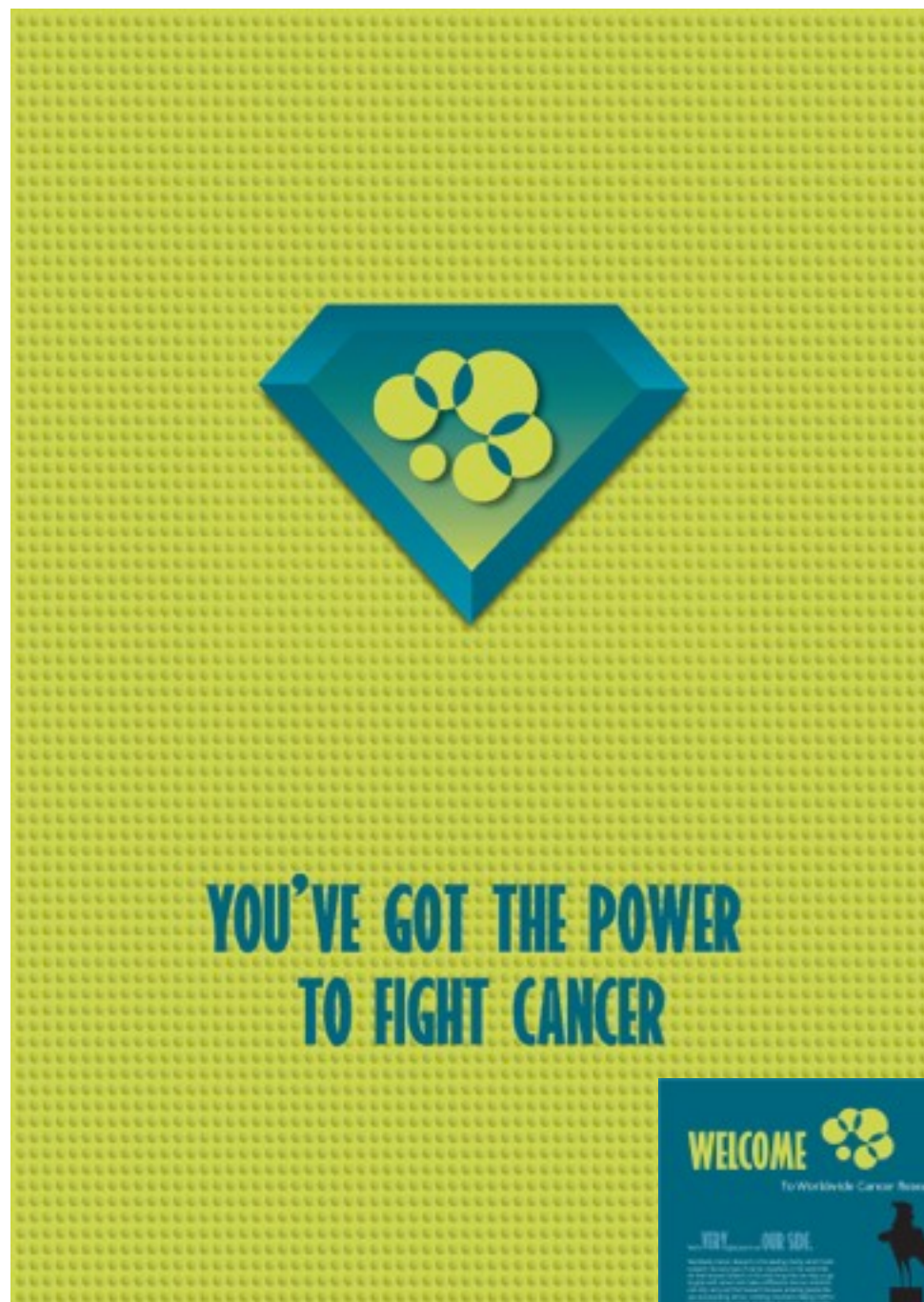
Lorraine Kelly supported the launch and social media was used to create fresh content.



Chris Gruar, who took two years to cycle round the world, raising money for Worldwide Cancer Research, helped the charity promote the new brand when he arrived in Australia.



New fundraising pack.



Engaging with volunteers who fundraise is vital - this fresh pack of material brings life and excitement to the cause.

New payroll giving sales support.



whatever it takes,
wherever it takes us.

FOR MORE INFORMATION VISIT
www.worldwidecancer.org

And that's a very good feeling indeed.
That's because Payroll Giving lets you make a greater difference in
the fight against cancer than any other kind of donation.
Payroll Giving takes that feeling and makes it bigger and better.
of action that we carry around with us for the rest of the day.
There's no better feeling than doing a good deed. It's a true reward
is a full time job.

BECAUSE FIGHTING CANCER



PAYROLL GIVING
← BE A 9 TO 5 →
HERO IN THE FIGHT AGAINST CANCER



whatever it takes,
wherever it takes us.



**YOU'VE GOT THE POWER
TO FIGHT CANCER**



whatever it takes,
wherever it takes us.

Payroll Giving is a hugely important method of generating funds - the sell-in to business and staff therefore has to be imaginative.

New payroll giving sales support.

PAYROLL GIVING
← BE A 9 TO 5 →
**HERO IN THE FIGHT
AGAINST CANCER**



 **worldwide
cancer research**
formerly known as *ACR*

whatever it takes,
wherever it takes us.

PAYROLL GIVING
← BE A 9 TO 5 →
**HERO IN THE FIGHT
AGAINST CANCER**



 **worldwide
cancer research**
formerly known as *ACR*


whatever it takes,
wherever it takes us.

New payroll giving sales support.

Because **FIGHTING CANCER** is a full time job

There's no better feeling than doing a good deed. It's a mini moment of elation that we carry around with us for the rest of the day. Payroll Giving takes that feeling and makes it bigger and better. That's because Payroll Giving lets you make a greater difference in the fight against cancer than any other kind of donation.

And that's a very good feeling indeed.



THE WAY IT WORKS



PAYROLL GIVING

helps our scientists do more

Why be a 9 to 5 hero with Worldwide Cancer Research?

Choosing which charity to give your precious donations to is no easy task, there are so many to consider and they all need help. Well, before making your decision there are two things we would like you to know. First, cancer is a disease which will almost certainly affect you or your family, if it hasn't already. And second, Worldwide Cancer Research is no ordinary cancer charity.

We are the leading charity which funds research into any type of cancer, anywhere in the world. The freedom to fund the very best research, no matter where in the world it occurs, has been our philosophy since day one. And it's helped us fund some of the most diverse and unexpected projects in the world's best research institutions, and contribute to some significant breakthroughs.

We believe global research is the only thing that can help us get to grips with cancer and make a difference to millions of people's lives.

Payroll Giving helps fund even MORE science.

We have scientists fighting cancer somewhere in the world 24/7. That amounts to 1,216 hours of cancer research happening, each and every day. Our type of pioneering early stage research provides that vital seed of discovery needed to drive forward new and better ways of preventing, diagnosing, and treating cancer.

So far our research has helped scientists find new ways to knock down prostate cancer, improve the diagnosis of rare childhood cancers, and has contributed to some of the latest understanding into the prevention, diagnosis and treatment of many different cancers.

This research has the potential to help millions of people survive cancer. The power of Payroll Giving may help us get there sooner rather than later.

OVER £186M
ANNUALLY

34
countries

FOR MORE INFORMATION:
01334 477910
www.worldwidewcancer.org

PAYROLL GIVING

makes Sophie feel better

The real appeal of Payroll Giving lies in being able to do more than 'your bit' without increasing your contributions.

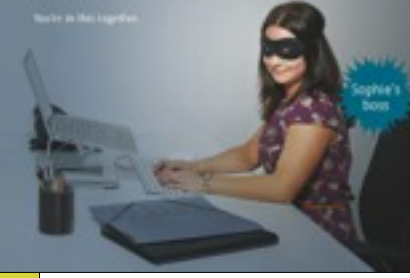
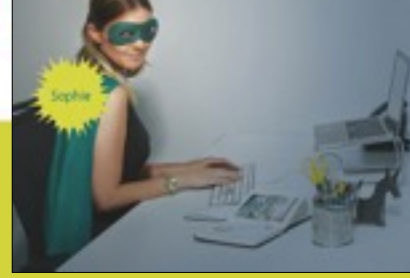
The fact is that Payroll Giving often means that you can give more without costing more. All you need do is authorize your employer to make your chosen donations from your wages or pension before deducting any tax. Your employer or pension provider then forwards your gift to a government approved Payroll Giving Agency, which passes it on to your chosen charity. There's no need to tell your employer or pension provider which charities you support, and your chosen charity doesn't need to know your details either.

Your employer helps you, too. Help us, everybody's happy.

Payroll Giving is a very easy way to set up, too. It's just one for your employees to give to charity. There's little in the way of cost and administration, so many payroll systems can handle Payroll Giving without any alterations. Once set up you should find that it just becomes part of your routine payroll payments. Any extra costs can be set against your profits for tax purposes.

Payroll Giving is good for your employees, and good for you too. It gives you the opportunity to show your employees that you care about the causes they care about. Most important, they work for a company that cares about the things that matter to their people.

That's us, together.



PAYROLL GIVING

makes Sophie's boss feel better

London Marathon magazine.

Don't run for us.

Run for the thousands
of people who can't.
Run for the thousands
of scientists around the
world we support.
Run for the millions of
people waiting for the
day when no life will be
cut short by cancer.

Worldwide Cancer Research is the leading
charity which funds research into any type
of cancer, anywhere in the world.

Worldwide Cancer Research is a charity registered in Scotland, No: SC022918

To join our team please call:

01334 468544

www.worldwidecancerresearch.org
events@worldwidecancerresearch.org



whatever it takes,
wherever it takes us.

There's no place.

No place for standing still.
No place for apathy.
No place for indecision.
No place for cancer.
And that's why we've
kept a place for you.

Worldwide Cancer Research is the leading
charity which funds research into any type
of cancer, anywhere in the world.

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01334 468544

www.worldwidecancerresearch.org
events@worldwidecancerresearch.org



whatever it takes,
wherever it takes us.

Stop dreaming.

Of that place in the
marathon.
Of being able to
make a difference.
Of living in a world
where no life is cut
short by cancer.
There's no time to lose.
So get your trainers
on and run for us.

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charity which funds research into any type
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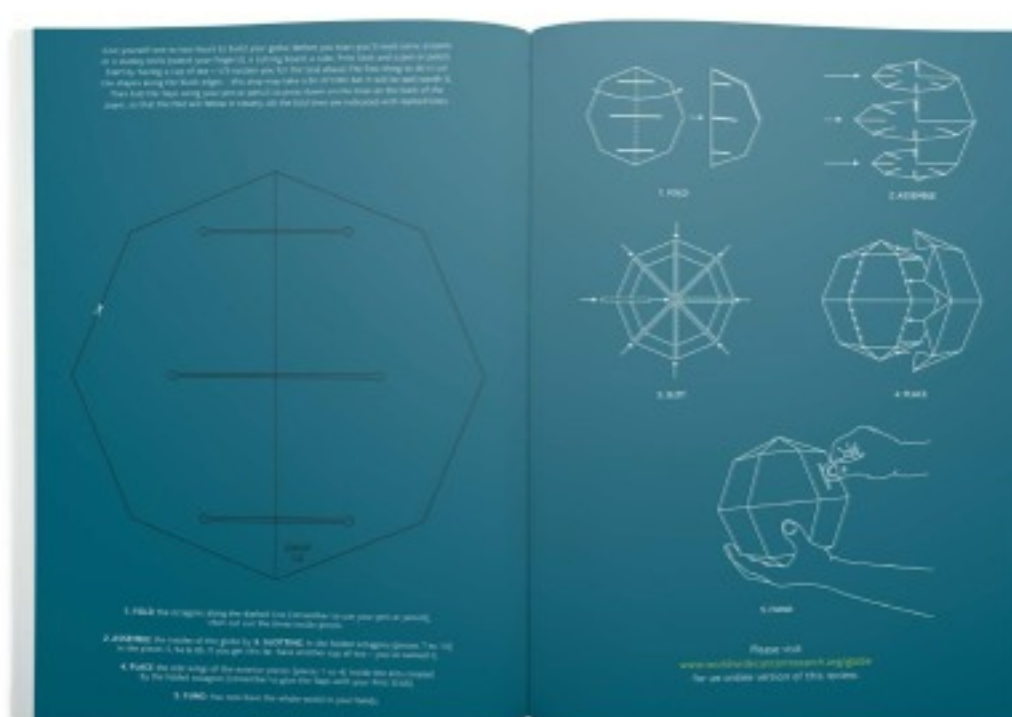
Tone of voice, confidence and
'big charity' feel is important
when appealing for support.

Annual Review 2014.

The traditional Annual Review, for stakeholders, regular donors and the science community, didn't have to be boring. The Union developed it so that it can be transformed (with some cutting and folding) into a globe money box.



32



Student RAG week support.



BECOME A CHALLENGE LEADER FOR WORLDWIDE CANCER RESEARCH AND MAKE A DIFFERENCE TO THE WORLD.

Cancer doesn't care about geography or nationality. That's why the freedom to carry out research anywhere in the world on any cancer type is the only thing that will make a difference. And our scientists can only carry out that research because amazing people like you and the team you're leading are doing all manner of incredible things to raise money for their essential work. The day-to-day life is cut short by cancer will be so much closer with your help.

We need your help in the fight against cancer. Will you join us?

To find out more email, call or write.
Thank you.

Events Team,
Worldwide Cancer Research,
Radnor House,
St Andrews,
KY16 9EH

✆ +44 (0)1334 477910
✉ events@worldwidecancerresearch.org
🌐 www.worldwidecancerresearch.org

www.worldwidecancerresearch.org

If you can't fundraise for us, then why not donate instead
Text RESEARCH to 70004 to Donate £5

Worldwide Cancer Research is a charity registered in Scotland, no 502296

**whatever it takes,
wherever it takes us.**



**We're looking
for people to lead
the fight against**

**THEY WERE UP FOR THE CHALLENGE.
WE HOPE YOU WILL BE TOO.**



"You only live once, so I set out to see what one man on a bicycle could accomplish. And spread the word about the crucial projects being funded by Worldwide Cancer Research."
Chris Gruar

"I'm doing it in her memory and I know when I'm up there she'll be with me."
Chloe Britton

Chloe's mum died of cancer in 2008 so she and her friend Leah took part in an unforgettable skydive to raise money for Worldwide Cancer Research.

"Worldwide Cancer Research fund amazing research so we wanted to do something amazing to help support their vital work."
Byron Truscott



WHAT BECOMING A CHALLENGE LEADER COULD MEAN FOR YOU:

Benefit from one-to-one training throughout the year.

You'll be partnered with a local or international scientist to gain an exclusive insight into the life-changing research your fundraising brings about.

The best performing team leaders will be fast-tracked into future Worldwide Cancer Research Internships and Graduate opportunities.

You'll get to go on your trip for free in return for recruiting a team of 20-30 students.

You'll develop and broaden your skills in:

- Marketing
- Recruitment
- Management
- Public speaking
- Fundraising

You'll have done something wonderful for others.



We're off the blocks.

It's only eight months since the soft launch of the new brand. And yet already the charity is seeing both some remarkable results as result of the rebrand; and the new approach to marketing. Evidence of real commercial impact.

Website:

- **A +61% increase in daily web traffic.**¹¹
- **Website bounce reduced by 20%.**¹²
- **A doubling of session duration from 1min 31sec to 2min 58 sec.**¹²
- **Annual equivalent of 19,000 new productive sessions on the website.**¹²
- **50% increase in page interactions per session.**¹³

Search performance:

- **Increase in organic search from 49% to 62% of site traffic.**¹⁴
- **Google domain authority rose from 40/100 in Dec 2014 to 57/100 by Feb 2015.**¹⁵

Social media:

- **An +18% increase in page likes in the first 3 months post launch.**¹⁶
- **+ 14,500 new likes recruited during the post launch phase.**¹⁷
- **Social referred sessions to the website increased by +89%.**¹⁸
- **Facebook engagement per post increased = 1.18% compared to CRUK at 0.59%.**¹⁹
- **+12.5% increase in reach of organic Facebook posts.**
- **Video, a key focus of the content strategy, delivered an average 472 likes/comments/shares per video posted.**
- **A record single post reach (111,000) and engagement (2,700) from the joint David Tenant /Lorraine Kelly post.**²⁰

Email marketing:

- **More than 10,000 emails opened by prospects across the segments (donor, scientist, fundraiser) from the festive/winter trio of e-newsletters.**²¹
- **Comparing the most recent, January 2015, e-newsletter with last November = a +14% increase in click-through rates.**²¹

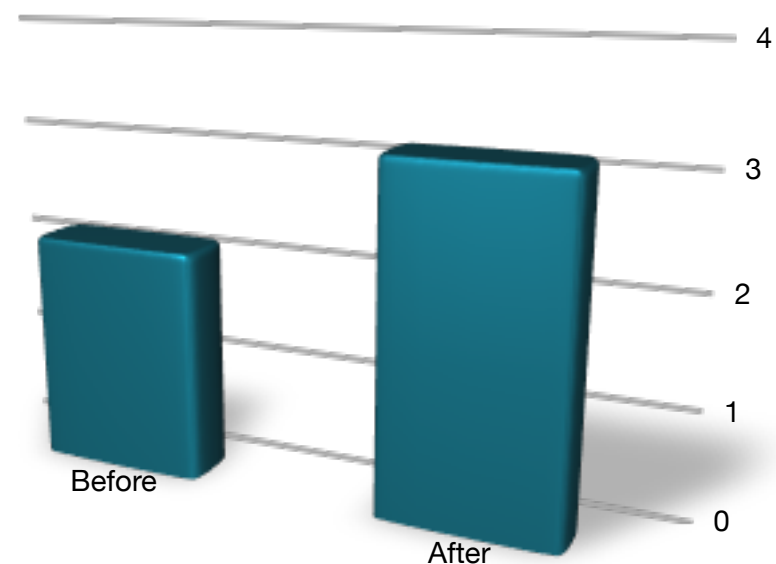
All of the above is hugely encouraging. But is it translating into more money for the charity - which is the ultimate goal of the exercise?

Donations:

- **A +13% overall increase in conversion to monthly giving.**²²
- **Average online monthly donations are up by +9.7%.**²³
- **A projected 15 fold increase in the annual value of online donations.**^{24 25}

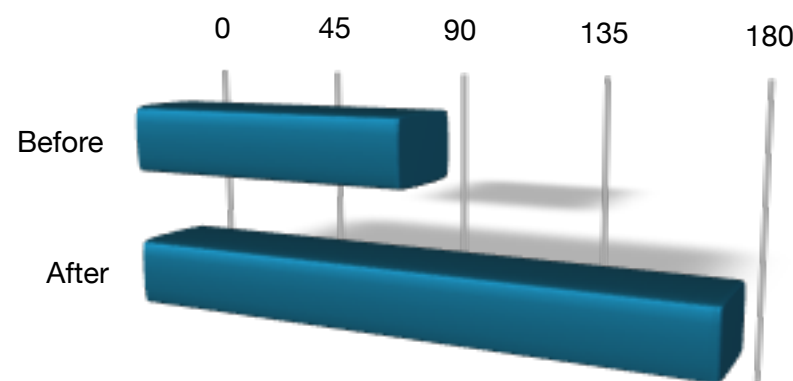
Footnotes: see page 36.

Some good looking numbers.

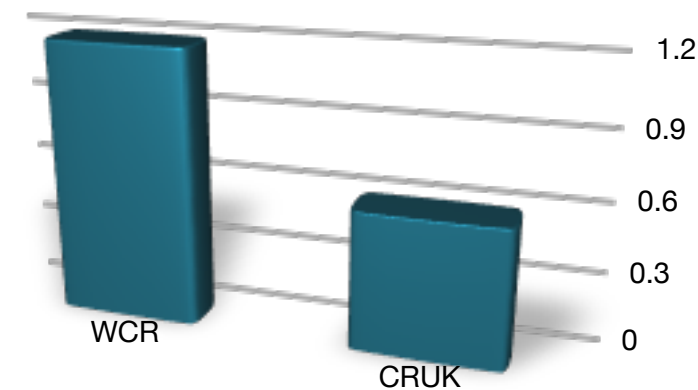


Pages per session up 50%

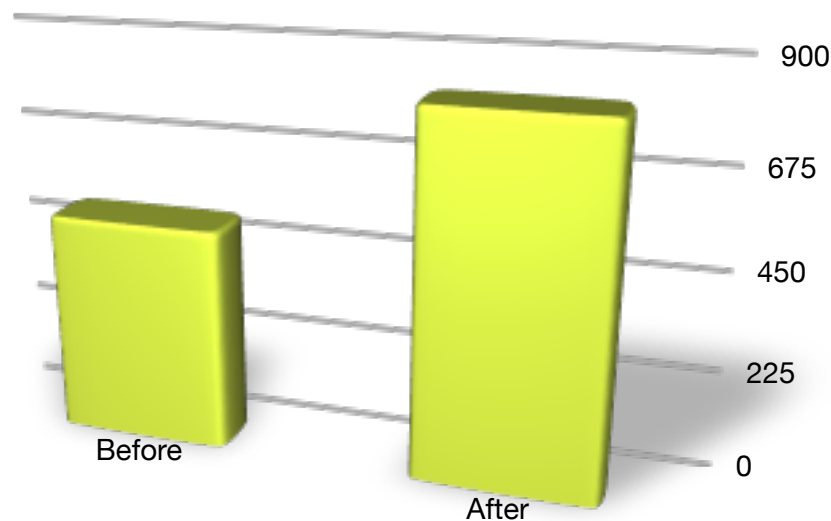
Chart 1



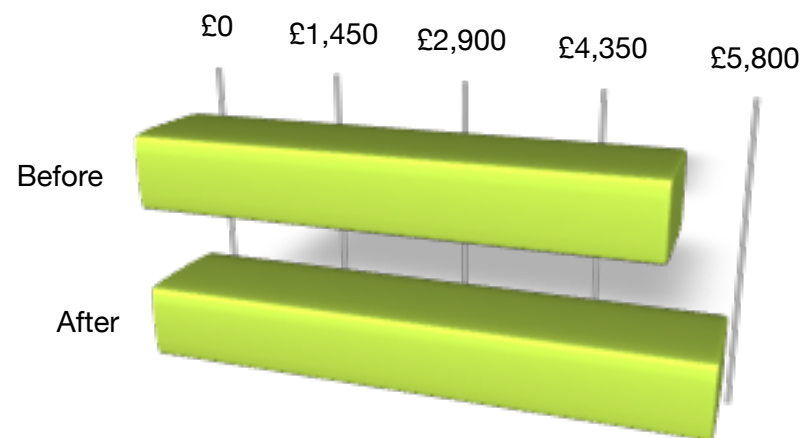
Session duration up 100%



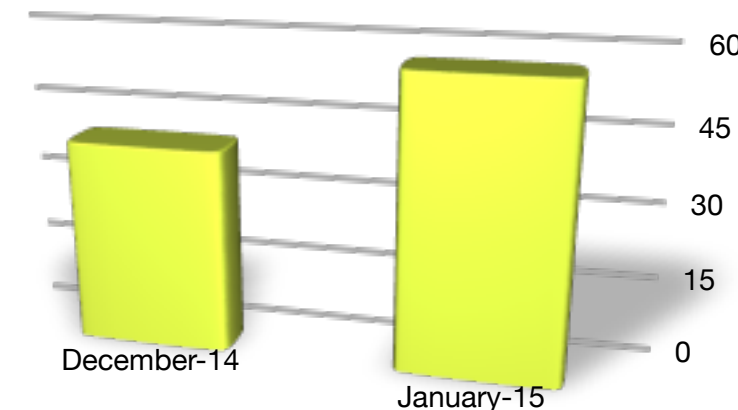
% Facebook engagement per post v. Cancer Research UK



Daily web traffic up 61%



Monthly online donations up 10%



Domain authority

Results - footnotes.

11. Google Analytics - new site vs old site. To produce a like for like site traffic comparison, PPC derived sessions were removed from the old site's Google analytics data. PPC was shelved as a tactic when the new brand launched due to its unproductive performance at the time.
12. Google Analytics - new site vs old site.
13. New site Nov 14-Feb 15 to the old AICR site same period last year. From an average 505 sessions/day on the old AICR site to 812 sessions/day average on the new site.
14. Comparing the period Nov 14 – Feb 15 vs AICR site same period last year. This increase is attributable in part to a better search optimised website and content plan and also to established brand awareness of the new brand; 'Worldwide Cancer Research' was the sites' #1 keyword for search referred traffic Nov 14 – Feb 15 - evidence of the new websites' improved performance and the compound effect of better social engagement and back link profile.
15. Google Analytics.
16. Versus the previous 3 month period.
17. Worldwide Cancer Research Facebook likes broke through the 100,000 mark - now shows an impressive 103,500 likes.
18. Nov 14-Feb 15 vs same period LY.
19. Across the 6 months post launch.
20. On 17th November 2014 - underlined the social potency of the brand's Ambassadors. A modest investment in Facebook advertising to boost launch content has also been highly productive with 17,000 actions (clicks, likes, comments, shares) attributed to 'paid' content at a low £0.19 per click.
21. Campaign Monitor/Worldwide Cancer Research.
22. Google Analytics - new site vs, old site.
23. Worldwide Cancer Research - old site vs new site.
24. When projecting the higher rate of monthly giving and higher overall donation per individual forward for 12 months.
25. An online giving record of £37/donation in December 2014 was made (vs recent monthly average of £19.58/donation.)

Whatever it takes, wherever takes us.

The new brand and identity has also helped generate interest and support. For example a new voluntary Campaign Committee has been set up in London, with the sole focus of raising £20 million in three years for the charity. The Committee is holding its first event, targeting HNW donors, in May at a high profile venue. The charity has never experienced support like this before.

Anecdotally the team at the charity report a greater buzz across all fundraising activity.

In the words of the CEO, Norman Barrett: *“The new name and brand identity provides the catalyst for the change we need. Change in the way we communicate and change in the way we fundraise. But the one thing that hasn’t changed is our unflinching belief that it will take the best scientific minds the world has to offer to find the change we all need. This re-brand has been all about crystalising that belief and I am very proud of the results so far.”*

There is also some evidence that campaigns to existing donors have seen an uplift in response - new direct marketing is being tested this year.

Finally, the branding has already gained recognition for creative quality. At the 2014 Scottish Creative Awards, the charity (and The Union) won the award for Best Design Strategy.²⁶



²⁶ Scottish Creative Awards - 2015.

Summary.

This story demonstrates a clarity of thought, and a boldness of change, together with flair in the execution of the new identity, that is not typical. Especially for a small charity.

And even with a soft launch, and very little investment, the new identity is already paying dividends.

The story also shows how bold marketing can build confidence and optimism in an organisation.

“The new identity has without a doubt given this charity new energy and confidence. It makes everything we do easier, and we can see that it is already making a difference to our fundraising activity. This helps us to support the vital work of scientists fighting cancer. For us, this is a great example of how marketing can make a real impact.” James Ogilvy, Trustee, Worldwide Cancer Research.



{UNION}

Client: Worldwide Cancer Research
Agency: The Union



Thank you.