

St Elizabeth Hospice - where you can just...



be

The brief

A challenge facing modern hospice care, is addressing the public perception that a Hospice is a place where very poorly people go to die. The public are unaware of the essential services a hospice can offer.

Our approach

We held workshops with a range of interested parties - stakeholders, supporters, volunteers, staff, fund-raisers, patients' families and friends, to find out what they thought of the Hospice and how it worked.

These sessions were very informative - When we asked what people loved about St Elizabeth Hospice, we were told that it is a place where they can be themselves, where they can be however they want to be; where they can just be.

The concept

These comments formed the basis of our concept – highlighting how, as a patriot, family member, fundraiser or member of staff, one can be part of St Elizabeth Hospice.

The brand identity had to work across a range of communications; with people receiving devastating news, but equally with supporters wanting to put the fun into fundraising by sitting in a bath of beans!

The outcome

The response has been fantastic

"We have already seen increased footfall and takings in our shops and we are very excited to see how we can use the new brand to inspire supporters."

"We need to raise more than £7 million every year to continue to support people who are facing a progressive illness and we see the new brand playing an important role in finding new ways to reach supporters."

Alison Lanchester, Director of Income Generation & Marketing

"The clever, catchy concept will help us to appear friendlier and more approachable to people who may be apprehensive about receiving hospice care – and more appealing to those who want to support us. This strikes the perfect balance - a brand that is fun for fundraisers and also highlights the Hospice's compassion and humanity."

Laura Beardsell-Moore, Head of Marketing & Communications