

Changing perceptions of, and connecting with, the local community



Background

There are many mis-conceptions about the work of a hospice. Most people wrap their thoughts of a hospice neatly into 'that's where terminally ill people go to die'.

The challenge

It costs more than £11,000 per day to run the Hospice and with a growing population and life expectancy rising their services are becoming increasingly stretched. Clear communication with the local community about what the hospice does, and why it is important, is essential to increase fundraising and provide hospice care to those who need it.

Brand evaluation and definition

We listened to wonderful stories from patients, families, staff and health care professionals about the services

available from St Nicholas Hospice. The hospice needed a voice, so it could tell these stories to a wider public. We developed a brand identity with a speech icon and bright colours to change the tone of voice, and deliver communications - to alter the public's perceptions. We added 'Care' to the name to emphasise that care is the important part of what they do, not the building.

The outcome

Year on year the Hospice has seen fundraising achieve its targets. Since the introduction of the new brand identity St Nicholas Hospice Care has benefited from a huge rise in donations, sales from retail outlets, the calibre of applicants attracted to work within the organisation has improved. All of these changes in the perception of what the Hospice is are attributable to the brand development.