



## BRIEF IN CONTEXT

Equal Lives is a user-led organisation helping people who face disabling barriers. Their service areas include advice and resources for many aspects of daily life, including employment, finances, mobility, and more. The challenge they faced was simplifying their proposition so that everyone would immediately understand. The brief was to define a clear brand proposition that encompassed what they provided. From the customer's perspective, Equal Lives' complex range of services was far too overwhelming to actually utilise it as a resource. The existing website and marketing materials listed all of the organisation's services but contained a lot of jargon and lacked simple explanation for newcomers.

## STRATEGIC APPROACH

One key point we found in our workshop session with the client was that they had a clear view of their customers – they were not viewed as any less capable than able-bodied people. Instead of being seen as a caretaker, Equal Lives wanted to act as an enabling and empowering resource for customers so that they could help themselves. Creative brainstorm sessions further helped focus the concept that Equal Lives had already organically outlined.

## SOLUTION

The final solution for the simplified brand proposition was 'Bringing Equality Within Reach'. We wanted to accurately define the organisation's role as a helpful bridge between their customers and equality. 'Bringing Equality' cemented Equal Lives' main organisational purpose, and also covered various aspects of daily life within the larger umbrella of equality. 'Within Reach' was the second half of the proposition that stressed the proactive empowerment of the organisation's customers.

## OUTCOME

The client was very impressed with the consideration that was taken to fully comprehend their approach towards their customers. In addition to clarifying their proposition, we identified a strategy for them to demonstrate this through all channels of their owned media, beginning with ease of use on their website.

# DEMONSTRATE YOUR OFFER ACROSS EVERY POSSIBLE AVENUE.

## PROJECT BREAKDOWN

**Client:** Equal Lives

**Industry:** Non-profit

**Project type:**  
Branding / Communication

**Project timeline:** 8 weeks

**Key project responsibilities:**  
Brand strategy / Brand expression (language)

**Deliverables:** Brand strategy

## WORKSHOP FINDINGS



● what all people want

● additional wants  
for disabled people

● what's already offered

## UNDERSTANDING BRAND ROLE



Passionate  
&  
Professional  
about  
information

## NEW BRAND PROPOSITION

 **Equal Lives**  
Bringing equality within reach

## BRAND STRATEGY



Make  
product categories  
easier