



demelza

extraordinary care for extraordinary children

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Brand investment: impacting EVERY area of the charity

Demelza reimagined

In 2022 Demelza launched its five-year strategy with a core aim to develop our service to support the growing number of children and families needing our services while ensuring services were accessible to all.

Demelza rebranded in March 2023 to increase awareness and interest in Demelza's services, supporting families alongside healthcare providers, prospective staff, volunteers and donors to reimagine and engage with their local children's hospice.

More than just a logo

Demelza was previously identified by its distinctive name, red colour, white dots and clown logo – this brand identity were all core areas of consideration when rebranding. However fully evaluating Demelza's brand also involved looking at Demelza's brand strategy – our vision, mission and positioning – brand system (logo, endline, tone of voice, personality), brand design and brand story.

Brand development

Over eight months the Demelza team, which included key individuals from across the organisation, worked alongside a strategic and creative agency to explore four key stages of brand development.

Brand discovery

Extensive external and internal research including interviews (including staff and families) and competitive mapping.

Brand positioning

Demelza's service outline, brand essence and narrative development.

Brand identity

Logo and design development, endline exploration and brand guideline creation.

Brand assets

All brand materials were created, from internal signage and brand materials, to photography and footage.

Brand research

Each stage of the rebrand was influenced by our initial brand research and considered by the Demelza project team. Key findings from the research included the need to:

- Ensure brand consistency from marketing and communications to care and retail.
- Consider common brand misconceptions, such as what we offer families.
- Build on the number of positive Demelza family, staff and volunteer experiences.
- Promote Demelza's full-service offering.
- Align terminology used across our service areas.

Key learnings

- Consider existing brand reach and brand awareness ahead.
- Build on data and listen to your key stakeholders.
- Consider your core audience requirements.
- Engage internal audiences frequently from an early stage.
- Be prepared for push back from various stakeholder groups.
- Build contingency into your timelines.
- Regularly reflect as a team.
- Trust the process.

Removing the word 'hospice'

Demelza offers care from first diagnosis and for as long as we are needed. The term 'hospice' was found to have strong connotations with end-of-life care. Demelza have prominently removed hospice from our name and endline to support family engagement and healthcare referrals for our wide range of services.

Impact:

Since the rebrand, Demelza have reached more families and increased income and engagement

7%

growth in new supporters

20%

growth in social media audience

32%

growth in referrals

50%

growth in social media engagement

14%

growth in income

Watch our brand video



demelza.org.uk

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