



**The voice of  
learning disability**

# Development of a brand strategy

# Why did Mencap reposition?

- Lack of awareness of Mencap and what we do
- Lack of awareness of learning disability and what it means

# Mencap repositioned in 2008

- Revised vision, mission, values
- New visual identity
- New online presence
- Focus on reaching new audiences

# What did this achieve?

- Successful launch and implementation
- Successful implementation
- Won a couple of awards
- Feeling of change within organisation

... increased awareness?

# Challenges to creation of strategy

- Attitude within sector
- Recession / budgets
- Huge, diverse organisation
- Limited info on marketing a belief system

# How to overcome

- Creation of brand post at corporate level
- On-going education and consultation with all departments
- Development of brand strategy
- Secure support from heads of depts
- Shared ownership

# Requirements of strategy

- Accessibility
- Easy for all staff to implement
- Build on existing messages and structures
- Accountability



**The voice of learning  
disability**

**Turn up the volume**

# Mencap's brand ABC

- **A**wareness
- **B**ehaviour
- **C**larity

# Awareness

- *People don't know enough about Mencap and what sort of organisation we are today*
- **Rule: ALL Mencap activities and materials must, using our key messages, refer to other parts of Mencap too.**

# Behaviour

- *We need to live our values and really BE the voice of learning disability*
- **Rule: ALL Mencap activities and materials must include information delivered by someone with a learning disability.**

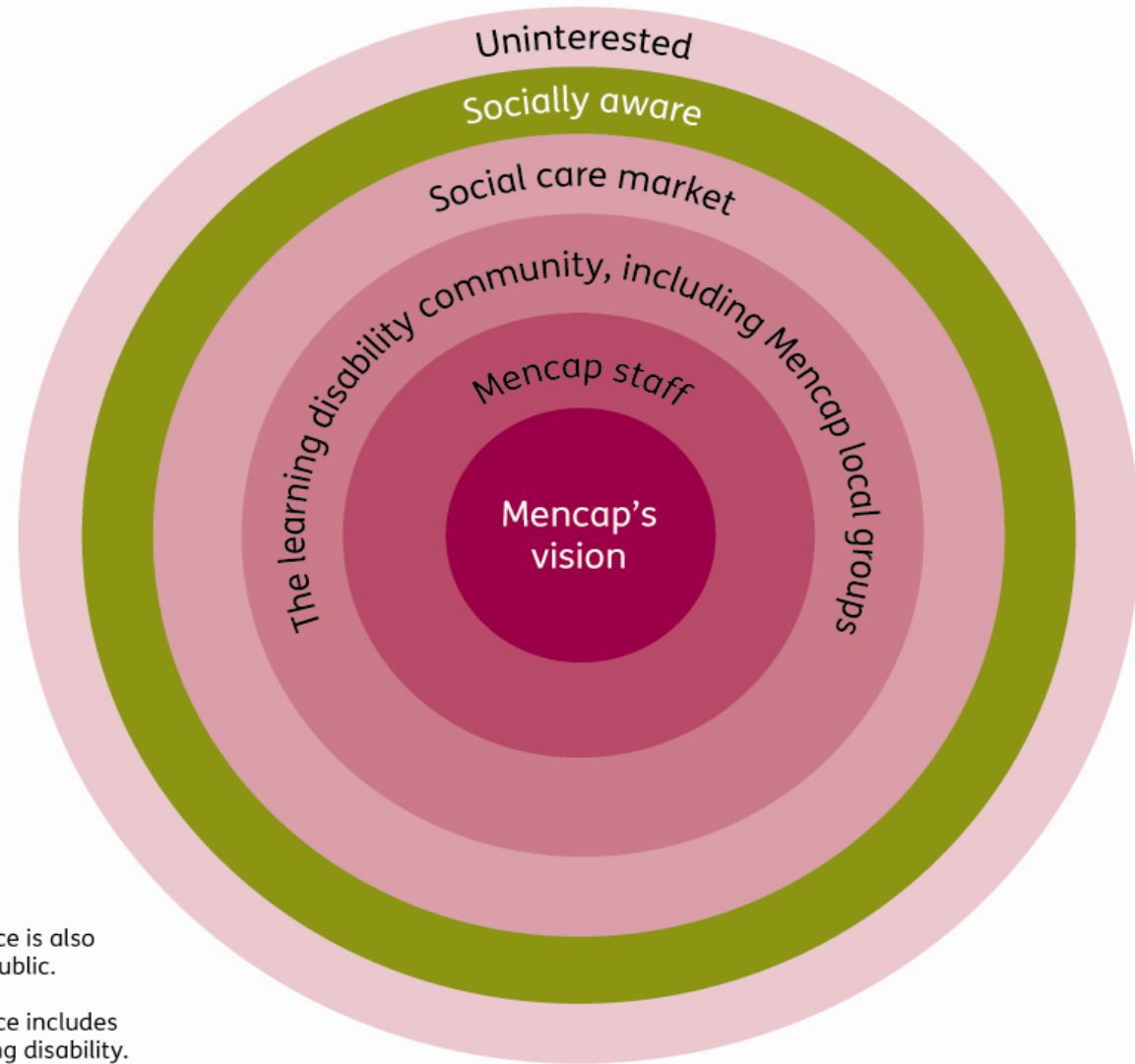
# Clarity

- *Most people do not understand what having a learning disability means.*
- **Rule: ALL Mencap activities and materials must explain, in some way, what a learning disability is *and/or* the challenges, barriers to inclusion and prejudices faced by people with a learning disability and their families/carers every day.**

## ... process continued

- All new communication materials to be approved by brand team
- Brand budget to support projects which further our brand

# Who are we talking to?



**Note 1:** each audience is also part of the general public.

**Note 2:** each audience includes people with a learning disability.

# Approach; Staff

- Inductions
- Brand ambassadors
- Promotion of wins and ideas
- Development of messaging



# Approach; LD community

- Feed into existing campaigns, conferences, activities
- Support local groups
- Develop tone of voice workshops
- Develop a centre of excellence to target specific audiences (young people, sports etc)

# Approach; Social care market

- Implement marketing strategy
- Brand ambassadors

# Approach; Socially aware

- Development of corporate campaign including digital strategy
- Support ongoing marketing campaigns
- Web development including webshop
- Radical new celebrity and brand partnerships
- Promotion of accessibility unit
- Roll out dynamic LDA training

# Approach; all audiences

- Creative strategy
- Centralise all advertising
- Education programme
- Investment in research and accountability

# Delivering the strategy

- Leadership team agenda
- Build into the strategies of all departments
- Secure budgets

# Key learnings

- Changing how you behave is as important as changing how you look
- Build on what you've already got
- Share ownership of the strategy
- Direction is required from leadership team

# Experiences of other organisations?