

## Case Study

### Creating the brand



Sutton is one of the least deprived boroughs in London. However, look behind the affluent exterior and there are significant levels of deprivation.

Building a campaign and evidencing need was reliant on accurate local data forming a basis for themes for grant making priorities. The Steering Group for Sutton Giving had scrutinised available data and set the strategic direction. Its vision is a simple one – ‘a borough where everyone is given opportunity to reduce inequalities, improve lives and strengthen community’. The initial focus in looking to Sutton’s future is supporting young people.

Sutton is already home to a higher proportion of young people than the national average and that trend is set to continue. The youth population is becoming more significant, with a projected increase in the five to 19-year-old age group expected to be 19.8% vs 13.7% in London and 7.5% in England.

A close partnership between Sutton Centre for the Voluntary

Sector (SCVS) and London Borough of Sutton worked to build a Steering Group comprising of members from local and national business with local representation in the borough along with members of the voluntary sector. A first task was to translate the common vision into a brand which would inspire and involve the local community.

Sutton Giving was launched with minimal marketing budget. It was key to develop a stand-out brand to compete in a borough laden with community based brands. It needed to articulate the initiative’s reason for being and associated values whilst building trust and emotional engagement with audiences.

The first stage was creating a brand position that would guide all communications. It needed to be relevant, distinct, credible and benefit-driven to communicate the emotional benefits, not solely the functional benefits of the venture.

A ‘brand wheel’ captured Sutton Giving’s personality, core values and also how the brand should talk, look and make the audience feel. At the centre is the scheme’s brand essence – the heart and soul of the brand summarised

in a short sentence. This brand wheel was produced in close collaboration with key members of the newly formed Steering Group.

Following the brand wheel exercise, a carefully crafted creative brief was developed to develop a brand name and associated look and feel. The brief was for visuals, a logo and brand guidelines. The selected team were Juice Creative, a Sutton-based creative and branding agency.

There were four stages of development resulting in these shortlisted logos that were tested with the community and Steering Group and ranked. The first logo, on the left was by far the most popular and has been selected to represent Sutton Giving.

Designs were produced on a pro bono basis. Postcards, posters and the website sing out a coherent message ‘Our people, Our Place, Our support.’

The initiative now has an established brand in Sutton following a launch in February and includes a live website. The process of engaging with businesses has begun.

► [www.suttongiving.org.uk](http://www.suttongiving.org.uk)

## Sutton Giving Brand Positioning Wheel

