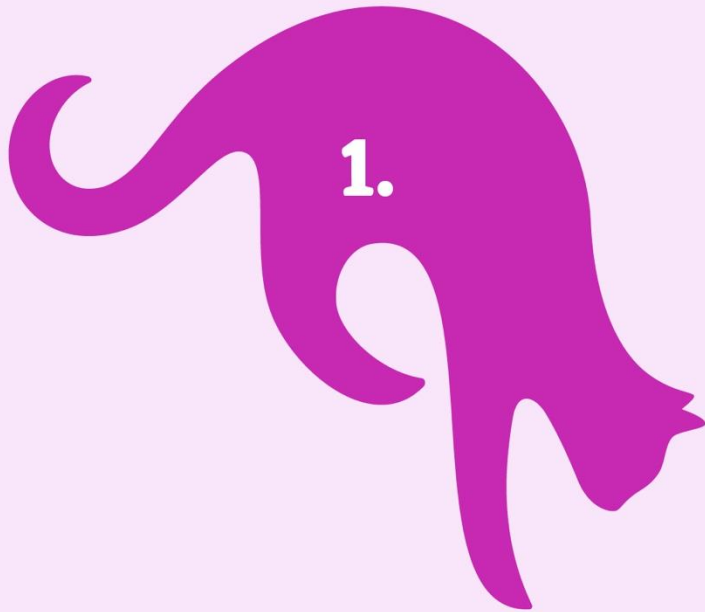


Rebranding

Nicola Shepherd
Associate Director of Brand & Marketing



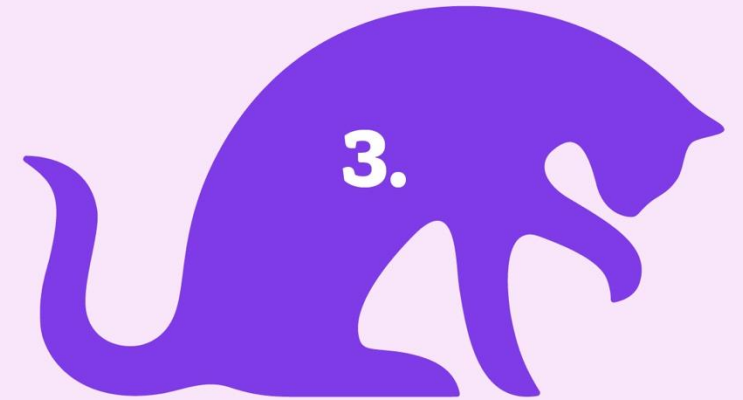
Today



**Why we refreshed
our brand.**



Our process:
what makes an effective
rebrand.



**Measuring
impact.**

1.

Why we refreshed our brand

Why?

The world is changing and we needed to move with it. That means we needed to raise our profile so more people knew about us, our mission, what we do and how we do it.

Our new brand kick-started this next chapter of our journey, building on the strong foundations we've established since 1927. It enriched our strong heritage: showing the world how far we've come and how much more we're doing to make a better world — **for cats and people.**

We knew cats best: it was the time for everyone else to know it too.

Why?

- We have defined a **clear strategy** to help us reach more cats and have more impact – ‘All for Cats’.
- Key to this strategy is **reaching more people** and changing perceptions and understanding.
- **Strengthening our brand** and messaging is critical to its success.



1.

The need for change

Awareness

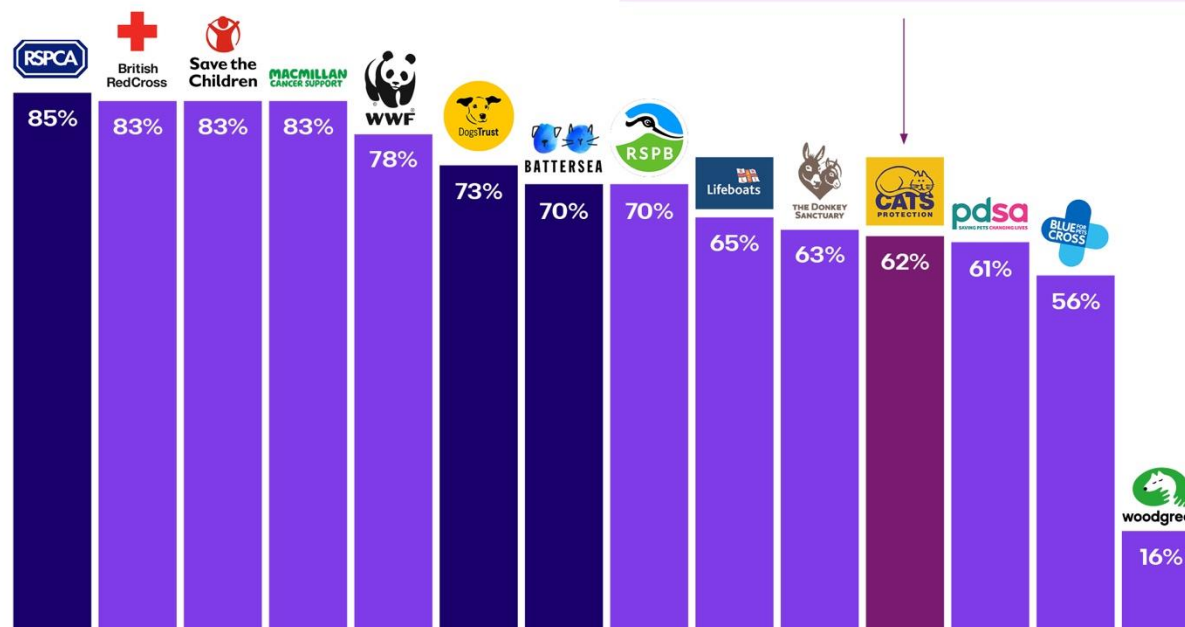
- We needed to be better known and loved.
- We were not as popular as some much smaller charities.
- We were not as loved as some of the smaller charities.
- We were not as well recognised as we should be.
- **We needed a brand that got us noticed and loved.**

65%

Of the nationally representative population were aware of Cats Protection.

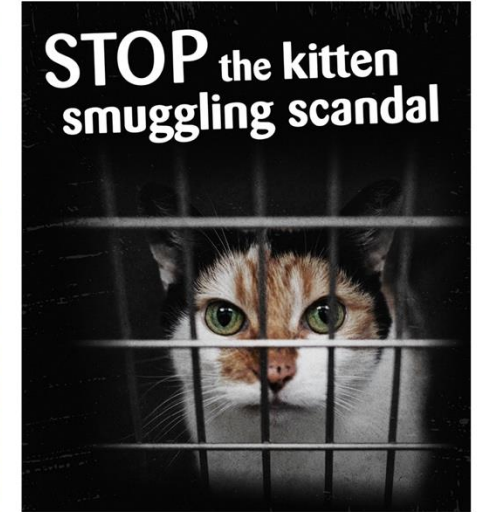
6 in 10 of the general population have heard of Cats Protection, but we lagged behind RSPCA, Dogs Trust and Battersea.
Which charities have you heard of before today?

Awareness of all charities was higher amongst Cats Protection engaged sample (over 9 in 10 for all but Blue Cross (88%) and Wood Green (44%))



Understanding

- Only **49%** of the public were aware of the support we offer for cat owners and **46%** that we do campaigning.



Perceptions

- Research showed us we were seen as:
- *Cuddly and supportive, but also...*
- *Old fashioned.*
- *Smaller than we were.*
- *Amateur in feel.*
- **We needed a brand that reflected who we were.**
- Others who had recently rebranded were seen as more:
modern, fun, engaging and energetic.



Impact?



Consistency

Services



Paid for products



Fundraising initiatives



Brand/supporter engagement



1.

The benefits

How will a refreshed brand help more cats?

- Grow greater **awareness**.
- Increase **engagement**.
- End **misunderstanding**.
- Drive **societal change**.
- Reinforce the role **humans** play in cat welfare.
- **More money** raised.



How would it help our people

- Take our rightful place as the UK's most influential, go-to cat charity.
- Demonstrate we are more than rehoming.
- Inspire new generations of volunteers, employees and supporters,
- Unite us all under one clear, consistent and modern banner.



2.

The process

Process for achieving an effective rebrand

- Agree core objectives.
- External and internal perceptions research.
- Development of organisational identity and brand personality.
- Define what success looks like/measuring impact.
- Win hearts and minds: *internal engagement, trustees, volunteers*.
- Brand audit representatives and the ‘inner circle’.
- Creative development with internal & external qualitative research.
- Implementation.
- Training and resources.

Timeline

2022 Q4	2023 Q1	2023 Q2			2023 Q3			2023 Q4			2024 >
		Trustee sign-off	May	Jun	Jul	Aug	Sep	External launch	Nov	Dec	
Understanding the requirements for a refreshed brand and visual identity. Understanding the scale, cost and priorities for change.	Developing options for a refreshed visual identity. Socialising and 'stress-testing' with stakeholders.	Visual identity agreed by leaders/trustees. Development of brand guidelines and priority assets.			Wider asset creation. Wider internal engagement. External launch preparation.			External launch. Winter campaign goes live in new branding.			Ongoing phased roll-out of branded assets and transition into BAU.

Our brand model



Our brand personality

Cats Protection brand personality

Empathetic

Showing an ability to understand and share the feelings of another.

Dynamic

Positive in attitude and full of energy and new ideas.

Wise

Having or involving a great deal of knowledge or skill in a particular area.

Passionate

Having, showing or caused by strong feelings or beliefs.

Confident

Powerful, strong and respected.

Forward thinking

Introducing new ideas; original and creative in thinking.

Implementation planning

- With the help of over **60 employees** we undertook a wide-ranging audit of branded touchpoints across the Charity.
- This enabled us to start building a picture of what a brand launch/roll-out could look like at Cats Protection in terms of scale, cost and priority.
- This was a really complex process and we worked hard to include those most impacted by change in the decision making process.
- To gain a full understanding of the implications of launching/rolling-out a new brand we met with multiple stakeholders to begin developing an implementation plan.
- The brand roll-out was phased to meet the needs of the charity — balancing external impact and engagement.

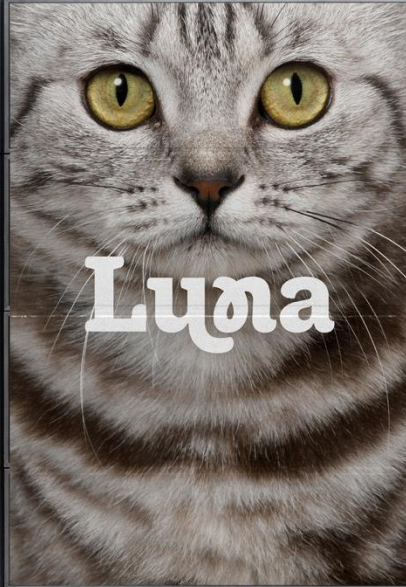


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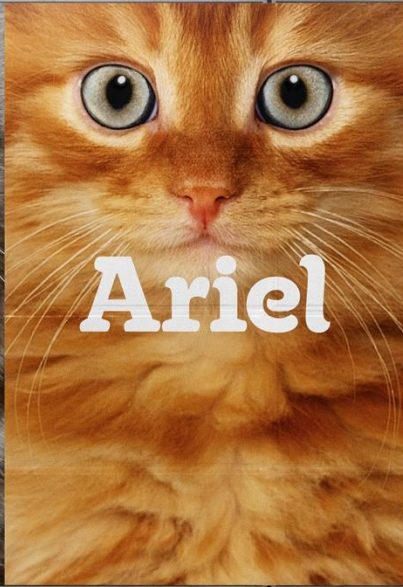
Brand launch

A close-up, high-resolution photograph of a cat's face. The cat has light brown and tan fur with darker stripes. Its eyes are a striking green color with dark pupils and a small white reflection. The nose is pink and slightly moist. The whiskers are long and white. The text is centered over the cat's face.

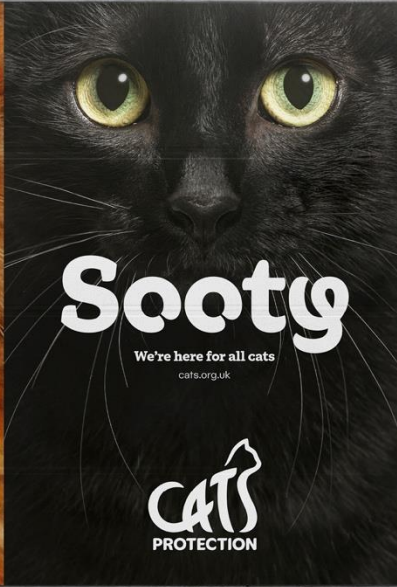
**Making life better for cats,
because life is better with cats**



Luna

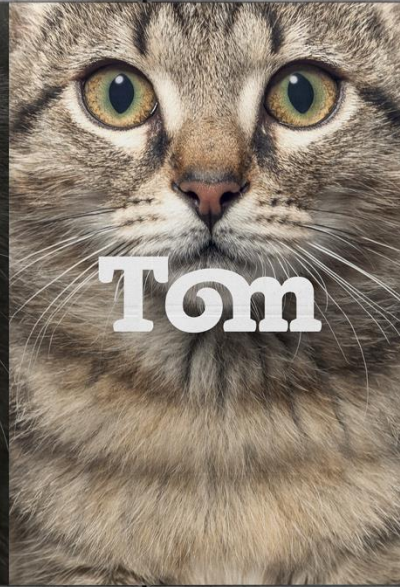


Ariel

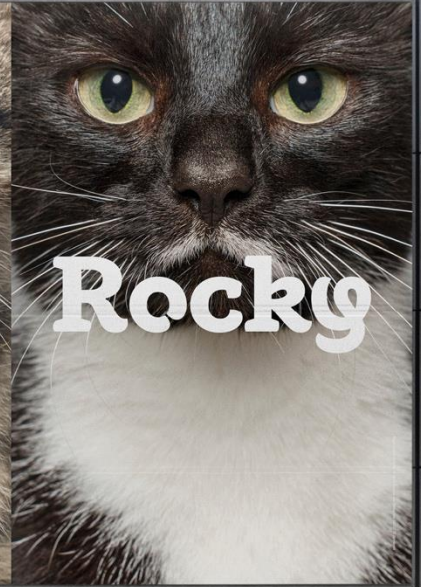


Sooty

We're here for all cats
cats.org.uk



Tom



Rocky

External brand launch: Mr Biggles and Ava





External brand launch: Mr Biggles and Ava

Our campaign 'Together' was about the **unique bond that cats and people share**, and the joy they bring to each other, even in the most difficult circumstances. **It talked to the way Cats Protection can help keep that bond alive.** One of the ways we highlighted this bond was by talking about Cats Protection Lifeline.

This is just one of the ways Cats Protection is making a better life for cats and people together.

Our emotional TV advert told the story of a little girl and her cat. **Ava and Mr Biggles are everything to each other**, but when Ava and her mum have to leave their home to escape domestic abuse, they can't take Mr Biggles with them.

Campaign created by lukecharles



External brand launch: Mr Biggles and Ava



External brand launch: Mr Biggles and Ava



Will you give £10 so that cats like Mr Biggles don't have to be given up when their family flees domestic abuse?

Dear Rebecca,

When I first met Mr Biggles, he was terrified of me. He wouldn't come out from under the bed. I wasn't surprised that he was shy – he'd had to leave behind everything and everyone he knew.

When Mr Biggles' owner Ava and her mum Emily left their home to escape domestic abuse, the refuge couldn't take in any pets. They didn't want to go without him. They knew he wouldn't be safe if they left him behind. So I looked after Mr Biggles until they were ready to take him back. That gave them a chance to get away from danger and get back on their feet, knowing that Mr Biggles was safe with me.

It took a lot of time and effort for me to win Mr Biggles' trust, but eventually he let me feed and cuddle him like he was my own cat. It's always a little bit sad to see my foster cats go. I miss every one of them! But it's the best feeling in the world to know that Mr Biggles and Ava are safely back together again.

Cats Protection needs your help so that more cats like Mr Biggles and more survivors like Ava can be together again. If you can, please support us, thank you.

Milly,
Cats Protection Lifeline Fosterer



3.

Measuring impact

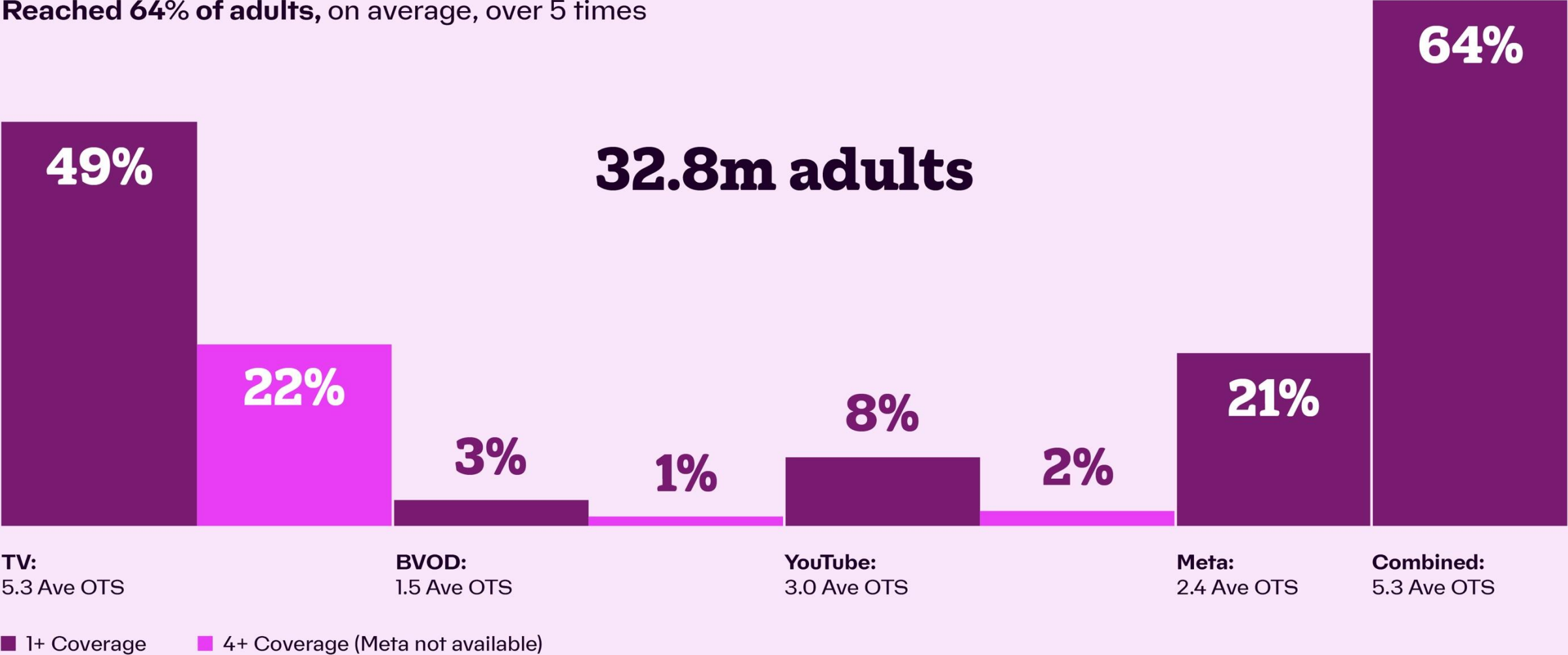
Impact: Mr Biggles and Ava campaign

- **Messaging and creative worked well for brand awareness**, with all targets beaten significantly.
- **Lifeline theme worked well for Press and gained excellent coverage.**
- **Fosterer applications saw a significant increase (592% in November, 2023)**, suggesting users wanted to support in ways other than give money.
- **Stream for Cats** had positive results with theme resonating with their gaming audience
- **Mid-Value Donors had positive results** from focusing on need-led creative.
- **Theme also landed well amongst MPs**, with one even mentioning it in unrelated NFP research.



Impact: Mr Biggles and Ava campaign

Reached 64% of adults, on average, over 5 times



Impact: prompted awareness

Despite the busy time for advertising, we saw a spike in awareness in November, 2023 to 67%.

We also saw an additional spike in February, 2024 at 67%, on the back of the January additional TV burst.

Overall, awareness continues to trend upwards, alongside trends in consideration as seen in YouGov reporting.

67%

52%

Jan 2014

Dec 2023

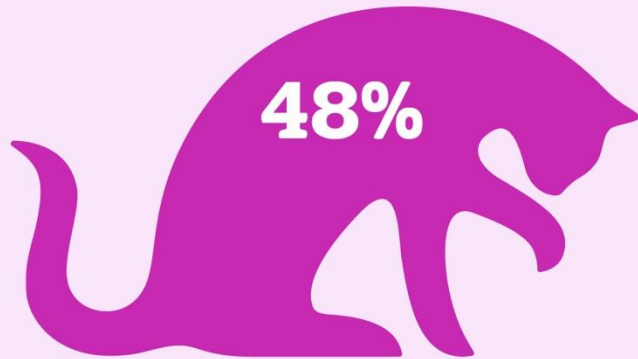
Impact: brand health

Positive brand health growth delivered to date, however, more to do to deliver sustained awareness.

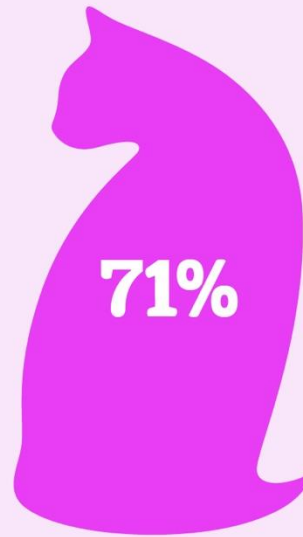
Logo recognition, trust and consideration metrics are growing vs. 2023/24.

This is a journey. We need to deliver **sustained awareness growth**.

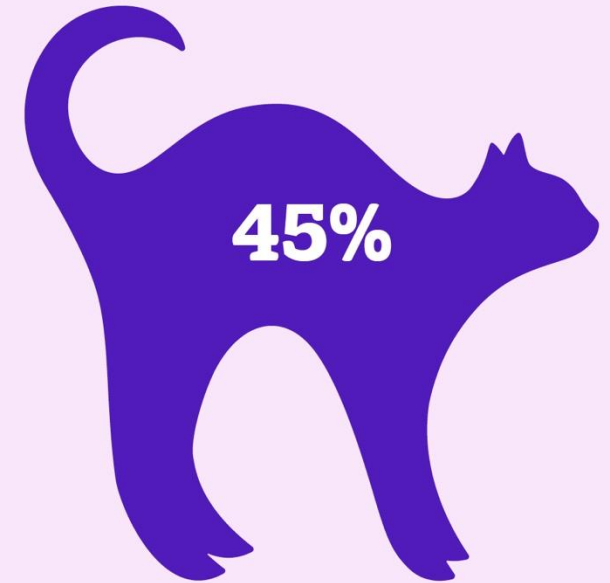
We need to **attract new fundraisers** and create societal change **creating more impact for cats**.



Logo recognition:
up from 41% in January, 2023.



Trust:
great deal/quite a lot.
2023 average 69%.



Consideration:
2023 average 44%.


Impact: press coverage

The charity said it aimed to change its “old-fashioned” perception through the rebrand as well as emphasise its expertise and celebrate the personality of cats and the bond they share with people.


civilsociety.co.uk

Cats Protection updates logo as part of £50,000 rebrand

02 Nov 2023 News



Harriet Whitehead
1375 articles
Email Twitter



Logo
Cats Protection


Cats Protection has refreshed its logo as part of a £50,000 rebrand, the charity has announced.

The charity said it aimed to change its “old-fashioned” perception through the rebrand as well as emphasise its expertise and celebrate the personality of cats and the bond they share with people.

Its new logo coincides with the launch of its winter fundraising campaign called Together.

“Cats Protection new logo captures the essence of a cat — elegant, dynamic, and full of personality. The cat form is designed to represent all cats.”

lukecharles, LinkedIn




lukecharles
135 followers
2mo · 🌐

New Work: Cats Protection new logo captures the essence of a cat — elegant, dynamic, and full of personality. The cat form is designed to represent all cats.

Cats Protection's new brand aims to build the charity's reputation as experts in all things cat, helping many more people, and their cats, benefit from their support and advice. It celebrates the unique personality of cats and the bond they share with humans. By promoting these positive relationships and understanding of cats' needs, Cats Protection aims to prevent cruelty, mistreatment and reduce the need for rehoming. Their new brand language sums this up as 'Making a better life for cats, because life is better with cats'.

Client: [Cats Protection](#)
Agency: [lukecharles](#)
Creative Directors: [Luke Gifford](#) & [Charles Taylor](#)
Creative Strategy: [Rebecca Walton](#)



The logo design was inspired by “the dynamic elegance of the feline form...merging the form of the cat into the wordmark creates “an indivisible link with the charity’s cause and delivers an instant connection with anyone who cares for cats.”

designweek.co.uk

lukecharles overhauls Cats Protection identity to bring “authority” to the brand

 Abbey Bamford

Design studio Lukecharles has devised a new brand identity for UK charity Cats Protection, establishing its “warmth and authority” with bespoke typography and an ownable colour palette.

Since its founding in 1927, Cats Protection has worked to rescue and rehome stray, unwanted or homeless cats while educating people about cats and cat welfare. Lukecharles felt the brand had “so much untapped potential” and saw an opportunity to “modernise” and showcase its “scale and expertise”.

“UK charity Cats Protection has launched a new logo as part of a sleek rebrand...the new logo design elevates the brand’s identity, giving it a cohesive and modern feel that’s unified across the charity’s website.”


creativeblog.com

Design > Graphic Design > Branding > Logos & Icons

Cats Protection logo gets a purrfect redesign

News By [Natalie Pear](#) published 10 November 2023


The stylish rebrand features an ingenious animated design.



(image credit: Cats Protection/lukecharles)

UK charity Cats Protection has launched a new logo as part of a sleek rebrand. The wholesome charity has been a frontrunner in helping homeless moggies across the country find their forever home, but the charity admitted that its old look was feeling a little old-fashioned and was well overdue for a stylish upgrade.

The fresh logo is certainly a step up from the former design and a marvellous transition to a more cool and contemporary brand identity – although I will miss the cosy little cartoon cat. (If you want more design inspiration, check out our collection of the [best logos of all time](#)).



(image credit: Cats Protection/lukecharles)

Impact: anecdotal comments from our people

Goal: Bringing our people together to create a lasting impact for cats.

Recruitment stats: over 10% of new recruits mentioned the new brand as factor in their decision to join the organisation.



“Great talking point with high-net-worth donors, influencers and policymakers.”

“Stream for Cats, new look and feel is more appealing to content creators who want to fundraise for us.”

“Philanthropy appeals more visually appealing and tone of voice engages major donors, it has improved our fundability.”

“Palpable excitement about new brand amongst our people. Its about making a bigger impact.”

Impact: awards for brand launch campaign



Charity Film Awards 2024
Gold winner
People's Choice Award
(over £50 million)

**ThirdSector
Awards**

Third Sector Awards 2024
Winner
Marketing Campaign
of the year



D&AD Awards 2024
Shortlisted
Type Design and Lettering:
Typeface family



Impact: consistency and implementation





Thank you

We're here for cats

