YOUR STORY,
YOUR BRAND.

How do you make a difference?
We’re brand language specialists based in Cardiff. We work with clients all over the world on brand, tone of voice, messaging, naming and writing projects.
WHAT WE DO

• Tell stories that people want to know more about
• Make it clear what an organisation offers
• Get people interested and involved
• Change the way people feel about organisations
• Change the way people feel about their work
WHAT PEOPLE WANT AND NEED TO KNOW

• Why is a brand relevant to me?
• What benefit does it bring me?
A LITTLE QUESTION TO BEGIN...

WHAT IS A BRAND?
TELLING SHELTER’S STORY

- Though nearly everyone recognised the name and visual identity
- Few knew what they did
Temporary accommodation is strongest association for Shelter’s work

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Provides accommodation (hostels) for the homeless</td>
<td>65%</td>
</tr>
<tr>
<td>Runs Christmas shelters for rough sleepers</td>
<td>34%</td>
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<tr>
<td>Helps people find and keep a home</td>
<td>28%</td>
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<tr>
<td>Campaigns for decent homes for all</td>
<td>15%</td>
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<tr>
<td>Provides housing advice e.g. through a telephone helpline</td>
<td>12%</td>
</tr>
<tr>
<td>Builds social housing for rent</td>
<td>6%</td>
</tr>
<tr>
<td>Provides training for agencies and individuals working in the housing sector</td>
<td>1%</td>
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Which of the following do you think most accurately describes the work that Shelter does?

Base: 1,012 adults 16+, Britain.
Source: Charity Awareness Monitor, Jan 11, nfpSynergy
TELLING SHELTER’S STORY

NOT JUST AN EXTERNAL CHALLENGE
MANSIONS FOR SCROUNGERS IN BRITAIN

75% OF INCAPACITY CLAIMANTS ARE FIT TO WORK

DISABLED BENEFIT? JUST FILL IN A FORM

75% ON SICK ARE SKIVING
Housing crisis deepens

The desperate shortage of affordable homes in England appears to be worsening, following Tuesday’s publication of national housing statistics.

The Homes and Communities Agency has announced that the number of “affordable housing starts” for 2011-2012 was just 15,698 - a 68% fall on the previous year.

The Housing Minister Grant Shapps has said he welcomes the figures as showing a “rapid and dramatic” increase in the numbers of new affordable homes being built.
TELLING SHELTER’S STORY

SO WHAT TO DO?
TELLING SHELTER’S STORY

• Positioning – what we stand for
• Messaging – consistent story
• Language – the way we tell our story
Emphasising “housing” over “homelessness”.
90,000 children in Britain will be homeless this Christmas

£

DONATE NOW

Read Tom’s story
So no-one has to fight bad housing or homelessness on their own.
Messaging – everyone describing the organisation and what it does in the same way.
Our Organisational Vision:

Shelter won’t stop until there’s a home for everyone.

Who we help:
Everyone, especially families, who are homeless, at risk of homelessness or in bad housing.

Our 2012-2015 strategy:
Helping more people

Benefit:
So everyone has a safe and affordable home, not just a place to sleep.

Our Proposition:
So no-one has to fight bad housing or homelessness on their own

Reason to Believe:
Our legal and housing experts solve problems and campaign to stop them happening again.

One Voice
Passionate and hard hitting but emotive and human. Rooted in evidence and brought to life with real stories “people like me”. Provokes empathy.
Language –
Conveying a consistent personality and relationship.
Passionate and hard-hitting, human and emotive.
£10 could enable a caseworker to advise a family fleeing domestic violence.

£10 is all it takes to start helping a family get away from domestic violence.
At Christmas and Easter, Shelter provides service materials suitable for churches of all denominations, with thought-provoking prayers, hymns and activities for all ages. Keep an eye on this page for more information.

If you are part of another faith and would like to incorporate fundraising and prayers for Shelter into your worship, please get in touch. We’d be happy to provide all the information and materials you need.

If you would like to support Shelter – thank you.

We can give you materials to spark discussions and contemplation.
Emma’s story
A rogue private landlord refused to fix Emma’s flat. Rising damp left the walls covered in mould and the boiler broke down during the winter. She had a young child and was expecting another. We made a disrepair claim that forced the owner to fix the boiler and damp. Then we helped the family find a better home – away from her hostile landlord.

Emma’s story
Pregnant mum Emma couldn’t get her private landlord to deal with the damp and cold in her flat.

We fought the landlord and forced him to fix the boiler and get rid of the damp.

Then we found a better home for Emma and her family.
TELLING SHELTER’S STORY

Rolling it out across the organisation.
And the results?
TELLING SHELTER’S STORY

• External recognition as an advice organisation rose to 28% after two months

• Internal recall of *So no-one has to fight bad housing or homelessness on their own* – 93% after two months

• Some of the best Christmas campaign results

• External recognition of Shelter’s work still growing

• Framework for activity
How effective?
A LITTLE QUESTION...

WHAT IS A BRAND?
THANK YOU.

@wordtreeandme

Any questions?