

▶ **Client**
Independent Advocacy

▶ **Project**
Marketing Strategy

▶ **Challenge**
The charity offers support for people who may find it difficult to communicate and who may be vulnerable due to illness, disability or old age. By providing advocates, it enables people to speak out and helps with housing, financial, disability issues, tribunals and court proceedings. The organisation found it had grown to a certain level but needed advice on raising its profile in order to develop further and reach new clients.

▶ **Solution**
Word Association created and implemented a complete marketing strategy. It recommended that the charity change its name from Advocacy Alliance to Independent Advocacy and advised it to hold a launch for its new image. Having developed a whole new corporate identity and innovative marketing materials, Word Association helped Independent Advocacy to stage a special event at Warwickshire County Council Chamber to raise awareness of the charity.

▶ **Results**
The launch event saw the new look revealed to all staff, trustees and customers, resulting in much positive feedback. Director, Chris Bratchie, says: “I have had many congratulations regarding the launch. The trustees were pleased and I thought the display looked impressive. I would like to add my congratulations for the day.”

