

# Brand Development Support

## Marketing Materials Review and Refresh

Having professional marketing materials is a reflection of the high quality of your charity's services or expertise. Consistency of design and a memorable brand can also help build your credibility and support fundraising. You may find that you are creating marketing materials (such as posters and leaflets) in an ad hoc fashion, which means they lack a consistent look and feel.

We will undertake a review of your current marketing collateral before making recommendations for how they can be improved and agreeing a design brief with you.

### Sample Fees:

A5/A4 poster - **£60**

A5 flier - **£80**

Trifold DL leaflet (takeaway leaflet size) - **£120**

10 page A5 brochure - **£210**

[all content and images supplied by the client]

## Brand / Visual Identity Refresh

**£300**

Having a clear and consistent brand which reflects the ethos and personality of your organisation is essential for your charity to build trust with funders and supporters. We will work with you to review your current logo and visual identity and crystallise how your brand could be improved, or redesigned altogether, to better reflect your organisation and its purpose.

You will be provided with a set of brand guidelines including a suite of logos in different formats, colour palette and instructions of how to use your brand visual identity correctly.

## Bespoke Marketing Material Design

**TBD**

We are happy to discuss the creation of new marketing materials with you including all aspects of design and content to help fulfil your marketing needs. Fees will be dependent on the size of the project and whether interviews and photography are required. We can also manage print on your behalf if you wish.

**Audience insight research****£300**

Any marketing strategy worth its salt will start with a good understanding of your target audiences, but do you really know who they are and what they know about you? We can undertake audience insight research on your behalf to understand how you're currently perceived, as the basis for developing a marketing strategy which will build a better understanding of what you do and what you stand for amongst target audiences, as well as help you demonstrate what's distinctive about your work.

**Marketing Strategy****£360**

Having a clear marketing strategy is essential in order to meet your corporate objectives – be that influencing a change in the law, attracting funds to further research or influence behaviour change.

We will run a workshop with key members of your team in order to identify your marketing needs to furnish us with the background information needed to devise a 12-month marketing strategy for your charity including identification of your marketing objectives; an assessment of the external environment; description of your key audiences (additional audience insight recommended); and recommended marketing channels and tactics (for example website, e-marketing, social media, posters, leaflets and exhibition materials) that will help you achieve your marketing goals over the next 12 months.

**Vision, Mission and Values and Key Messages****£300**

Understanding the core purpose and ethos of your charity is the cornerstone of any marketing and communications effort. We can work with your senior team and Trustees to help ensure your vision and mission truly reflects what your charity is seeking to achieve and to create a core narrative that will pack a punch with your funders and supporters.

As part of this piece of work we will develop a set of key messages about your charity which can be woven into all your marketing materials to build a clear and consistent narrative about your work.

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Get in touch today for a no obligation chat about your marketing and brand requirements on mobile: 07866 762401 / 07719 654109 or email: [kate.dawson@wellreadpr.com](mailto:kate.dawson@wellreadpr.com) / [heybeaumontmedia@outlook.com](mailto:heybeaumontmedia@outlook.com)