

**SMALLBIG**

# Age Action

Findings and Core Ideas

## **Brief**

Create a new brand identity for the merger of Age Concern and Help the Aged. (Self Initiated Final Project at Coventry University)

**“Help the Aged and Age Concern  
England are to merge and relaunch  
under a fresh name later this year,  
be-coming the biggest charity  
representing older people in the UK.”**

# The Background

“We intend to combine the strengths of two powerful organisations into a new Charity which will deliver even more for older people. The new Charity will provide high quality services and ensure the voices of older people are heard wherever their interests are at stake. (Age Concern England Chair: Catherine Mcloughlin)

# Positioning

A core idea and positioning strategy that will portray the new organisation as the biggest charity representing older people in the UK, putting them at the forefront as one of the UK largest charitable organisations.

# The challenge

A identity that will be simply and would work in a cost effective way putting the new charity at the forefront aswell as being adaptable to work throughout the various networks.

The brand would need to work for a complex number of audiences, from donors, government, volunteers and partners but also will need to work with the staff of both organisations.

# HTA & Age Concern logos

## Pre logos

HELP THE AGED WE WILL

AGE  
*Concern*

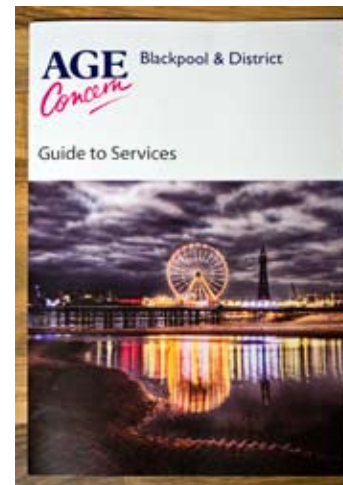
# Pre HTA & Age Concern communications



**The state of our pavements:  
an investigation for the  
National Falls Awareness Day  
campaign**



**AGE Concern**  
Pocket Campaign Guide 2008-09



## Masterbrand



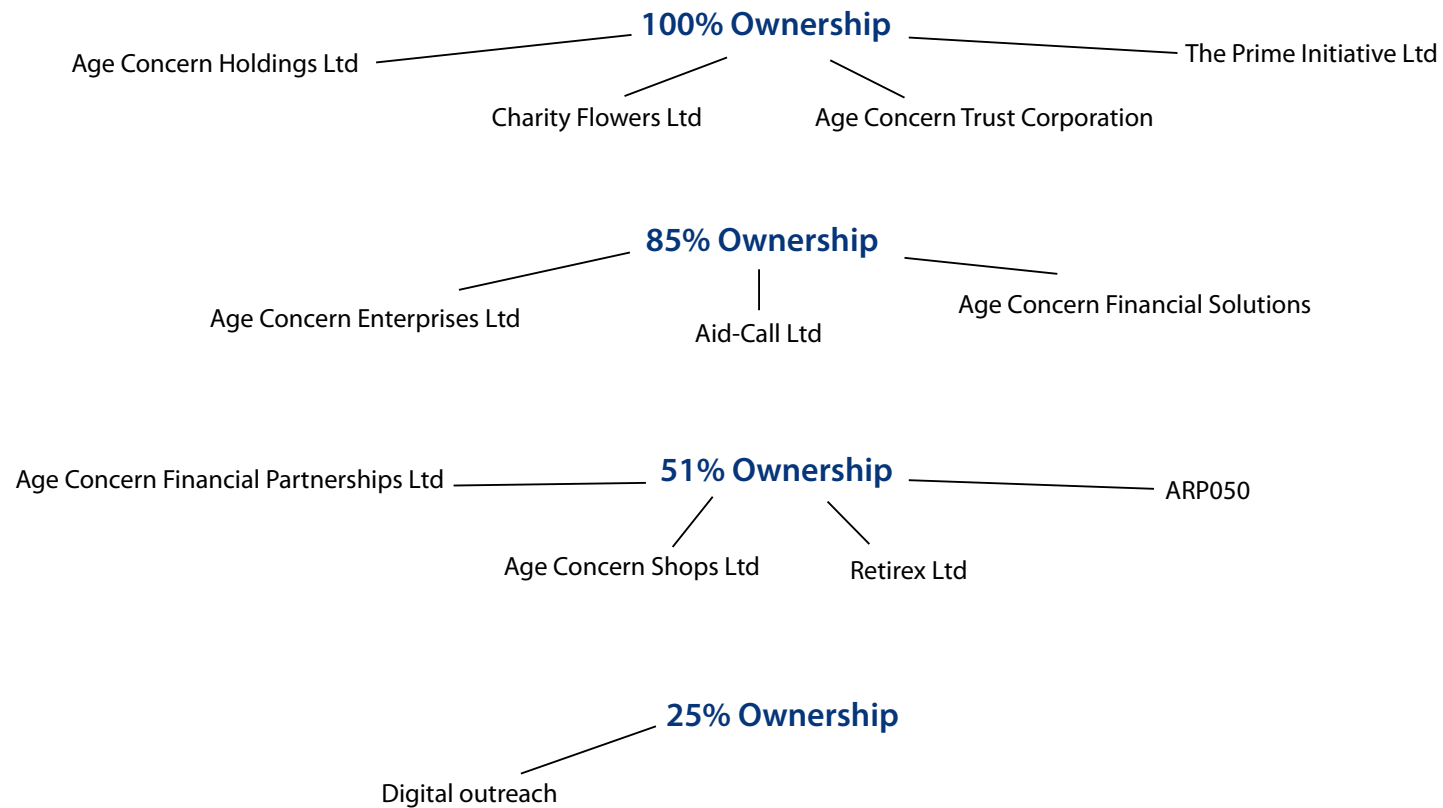
Age Concern: Scotland

Age Concern: Northern Ireland

Age Concern: England

Age Concern: Wales

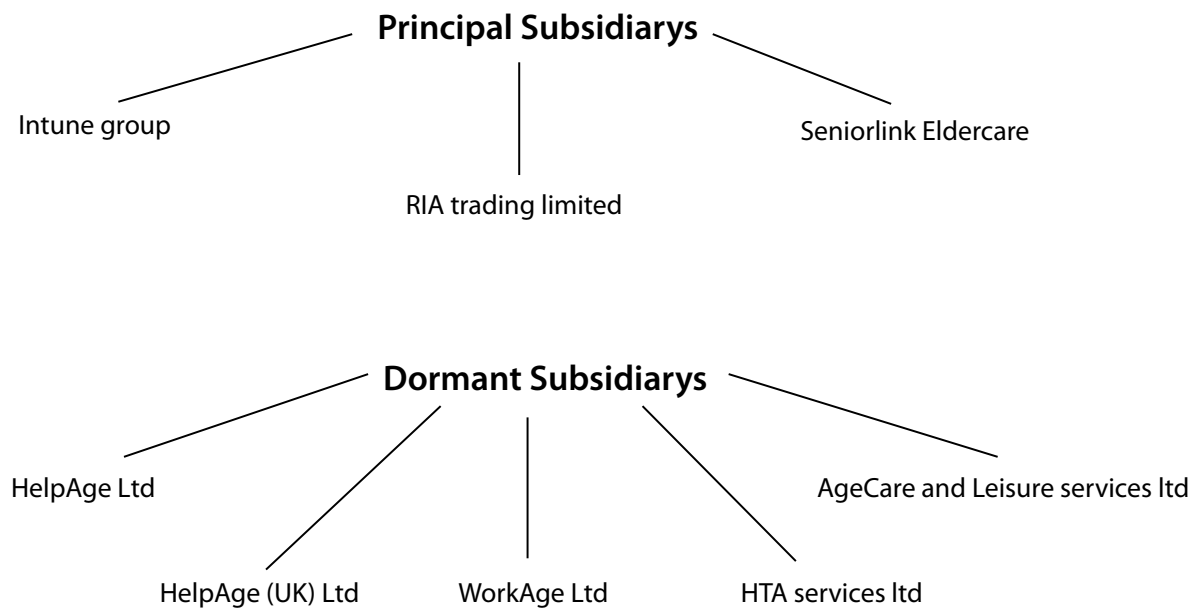
## Subsidiaries



# Masterbrand



# Subsidiaries



# **New mission statements**

## **Mission statement**

Our vision is a society where all older people can enjoy equality and a dignified life free from poverty, isolation and neglect as respected members of society.

## **Values**

### **Service**

We work to providing a service that benefits and aids older people whatever situation.

### **Enabling**

We are committed to enabling older people to live with dignity as valued and respected members of society.

### **Influential**

We research and campaign for Government policy and practice delivering change in the aid of older people.

### **Collaborate**

We are committed to working with our partners providing a unique and diverse service to older people.

### **Support**

Our main focus is to provide care and support to the elderly.

## Objectives

- Defeating ageism in society and defending equality and human rights for the elderly.
- Combating poverty to achieve significant reductions in financial hardship and maximizing income in retirement.
- Reducing Isolation and loneliness for the most disadvantaged in the UK and severely deprived countries and enabling older people to make full contributions to our economy, society and neighbourhoods.
- Promoting good-quality care, independence and wellbeing also maximizing life expectancy and promote health.
- A greater involvement of older people in shaping the policies and services that affect their lives.
- We research the needs of older people and campaign for Government policy and practices to change.

# Core Idea Concepts

# Concept Idea Concept 1

Enabling older people to live with dignity as valued and respected members of society

## **Creative Personality**

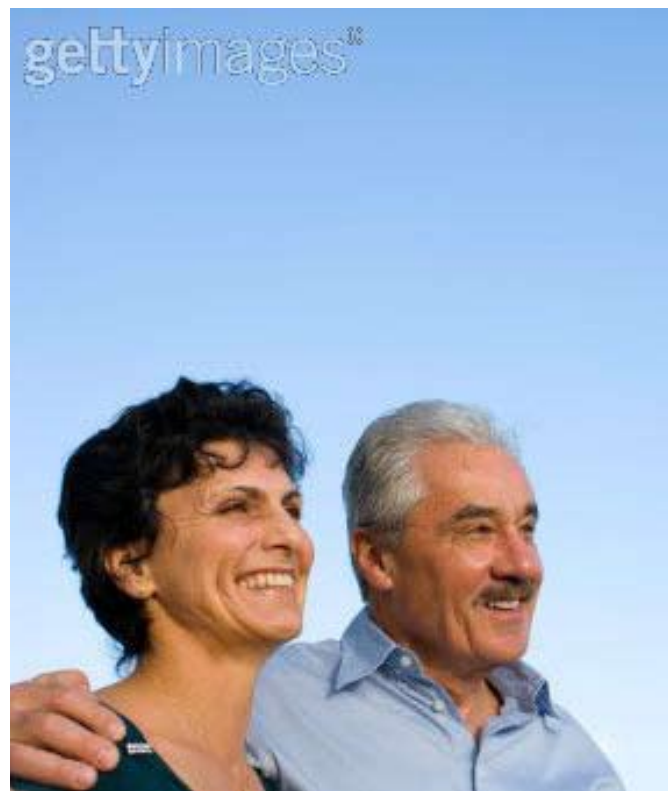
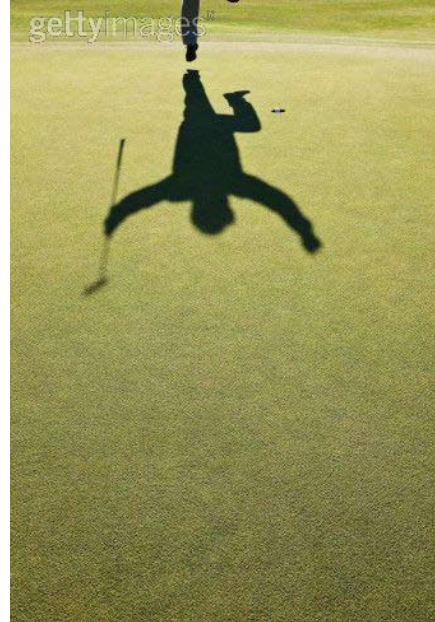
**Colours** – Bright, warm, pleasing to the eye

**Photography** – Happy, Cheerful, bright, enjoyment, love, assistance, care excitement, freedom, joy, peace, kindness, goodness

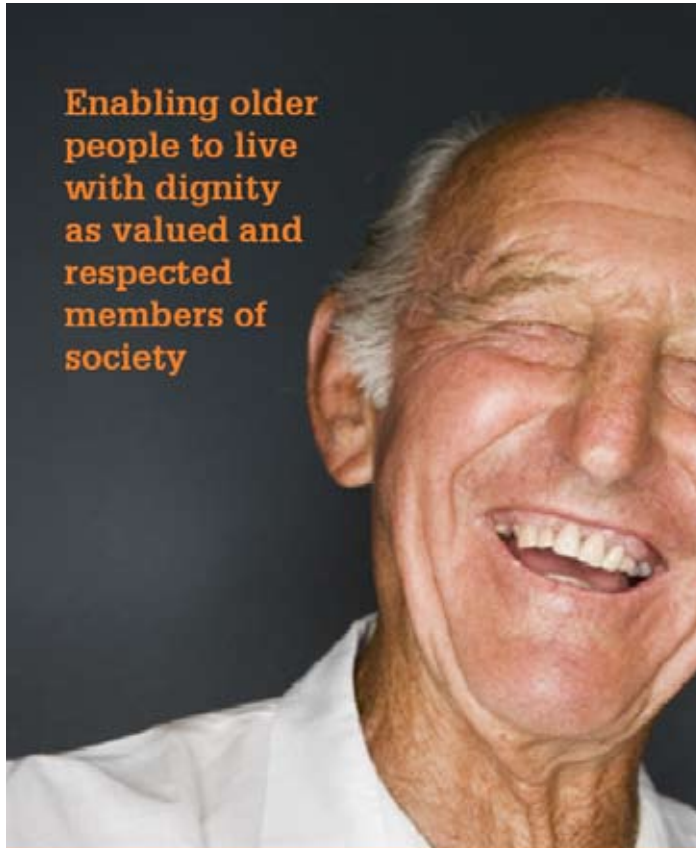
**Visual** – Stands out, draws attention, attracts, soft.

**Tone of voice** – emotive, persuasive, engaging, informative, appealing

Core Idea\_01 Photography concepts



## Core Idea\_01 creative concepts



Enabling older people to live with dignity as valued and respected members of society

**AGE**  
*Concern*

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Enabling older people to live with dignity as valued and respected members of society

**AGE**  
*Concern*

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# Concept Idea Concept 2

Advocating for older people's rights and dignity

## **Creative Personality**

**Colours** – Engaging, stands out, unique, contrasting

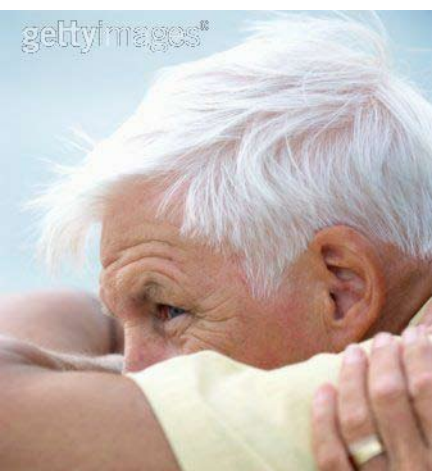
**Photography** – Depressing, shocking, ignorance, grief, dark, poverty, depression, frustration, fear, failure, lonely, Exhaustion, Exclusion left alone, Pain, hard hitting

**Visual** – Impact, eye catching, concerned, focus point, load, strong, hard hitting, revealing

**Tone of voice** – truthful, informative, engaging, revealing

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Core Idea\_02 Photography concepts



## Core Idea\_02 creative concepts



**Advocating for older people's rights and dignity**

"The social care system is teetering towards total collapse. Age discrimination is the most common and most acceptable form of prejudice in the UK.

**AGE Concern**

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**Advocating for older people's rights and dignity**

Reducing isolation and loneliness for the most disadvantaged in the UK and severely deprived countries and enabling older people to make full contributions to our economy, society and neighbourhoods.

**AGE Concern**

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# Concept Idea Concept 3

Respect, value and care for the Elderly

## **Creative Personality**

**Colours** – Neutral, blue

**Photography** – Respectful, helpful, caring, upholding, influential, value, addressing, confidence,

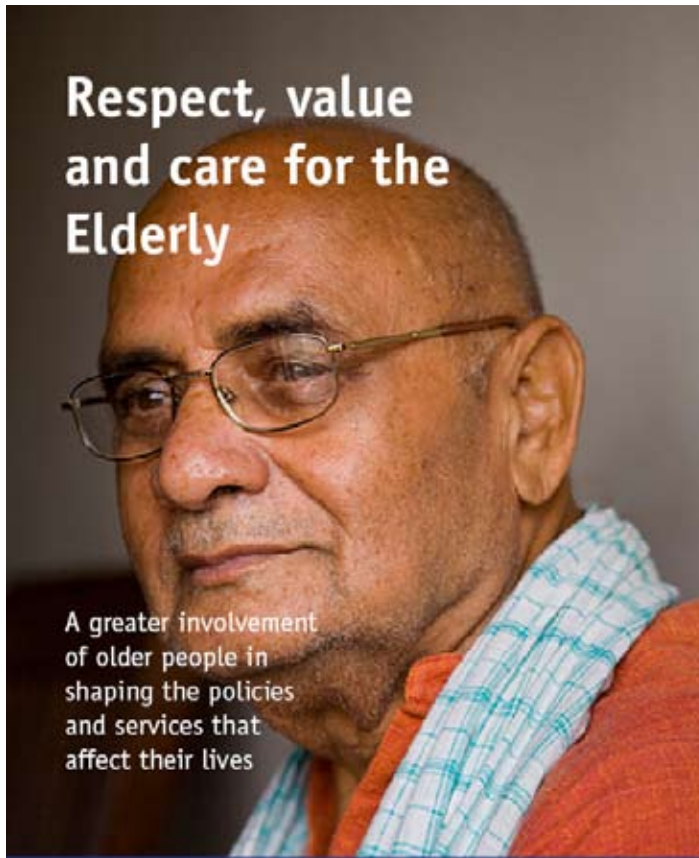
**Visual** – Questioning, persuading, impactful, soft

**Tone of voice** – Questioning, helpful, engaging, respectful, caring, equality

Core Idea\_03 Photography concepts



## Core Idea\_03 creative concepts



**Respect, value  
and care for the  
Elderly**

A greater involvement  
of older people in  
shaping the policies  
and services that  
affect their lives

**AGE  
Concern**

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**Respect, value  
and care for the  
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**AGE  
Concern**

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## Naming concepts

Respecting the Aged

Age Freedom

Age Value

Age Well

Age Good

Age living

Age Aid

Age Action

First Age

Age First

Age Purpose

Purpose Age

Age Respect

Age Forward

Respect Age