

HC-One

Brand Strategy | Brand Identity | Naming | Copy Writing |
Tone of Voice | Illustration | Uniform and Launch Collateral

Project **Transforming the care category**

Challenge **Brand limiting ambitious growth plans**

The UK's biggest care home brand felt cold and clinical, and simply wasn't connecting with key audiences. In a heavily regulated sector that already struggles with retention of staff, root and stem change was required.

Solution **Humanising the care category**

We defined a new vision and simple philosophy about care, rejecting the standard jargon and impersonal approach for something completely transformative. Far more than a simple rebrand, The Kind Care Company is an entirely new philosophy, informing how the company behaves - nurturing staff and residents, and setting a high bar for the industry as a whole.



HC-One Wellbeing Club

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Project **Reinventing the wellbeing experience
in care homes**

Challenge **Making activities meaningful**
Most care homes, HC-One included, have some form of wellbeing activity for older Residents run by 'Activities Co-ordinators'. It's often unstructured, undervalued and a task rather than outcome-orientated. Think Bingo!

Solution **A wellbeing club offering moments of sunshine**
We reframed the idea of an 'activities program' to the more inclusive and welcoming idea of a Wellbeing Club. The emphasis shifted from keeping Residents busy to enhancing their total wellbeing every day. Sunshine was the perfect analogy to motivate the team in a challenging role, galvanise behaviour, and act as a simple shorthand for the joyful benefits.

