

Living Streets

Brand Strategy | Brand Identity | Design | Copy Writing |
Tone of Voice | Illustration | Campaign Idea

Project **Rebranding and re-energising
a B2B charity to broaden appeal**

Challenge **Little relevance with broader audiences**
This 90-year-old brand had lost its way and needed to broaden its appeal beyond B2B to effectively fundraise and grow. The organisation was fragmented and lacked focus, both internally and externally.

Solution **Repositioning 'everyday walking' into
an extraordinarily transformative act**
Building on its heritage as The Pedestrian Society, we created a new invigorating purpose and messaging strategy; creating a walking nation. This has had a galvanising effect on Living Streets, helping the charity to grow in size and relevance by attracting a broader base of supporters, while winning a few firsts and awards along the way.

