

Relish

Brand Strategy | Brand Identity | Naming | Messaging |
Tone of Voice | Design | Illustration | Packaging

Project **Rebranding as the world's first dementia wellbeing brand**

Challenge **A functional B2B brand proposition**
In a staid, fragmented and rapidly growing dementia-care product market, Active Minds offered something special. It's brand, however, was rooted in a functional B2B world.

Solution **Create a dementia wellbeing brand**
The opportunity was to grow direct-to-consumer channels, taking the company beyond its functional B2B beginnings. We challenged the existing narrative around dementia to create the world's first dementia wellbeing brand. Our work included reimagining everything from the brand name, to the model for product design and segmentation, and a refreshing educational approach.

