

PINK LADIES

COMMUNICATION DESIGN BRIEF 2019

Created by Cory McShane
Jacques Ball and Eoin Stewart

The Brief

THE PARTNER

The pink ladies originated from a powerful protest outside Stormont against the lack of support and funding for Breast Cancer from the government. They wore Pink during this protest and became known as the Pink Ladies.

The Pink Ladies currently support survivors of cancer, those currently in treatments and the families of the effected, by having monthly meetings and daily events. The Pink Ladies have been helping people all over Northern Ireland for 8+ years and have made significant progress when it comes to ensuring funding to help drive their organisation further and help a bigger audience. The Pink Ladies started with the overall aim to help women with breast cancer

however as they got bigger, they were able to extend their organisation to include the Pink Panthers and Hugs.

THE PROJECT

The Pink Ladies require a new visual identity and a website that provides accessible information with ease. For the website they are looking 1 video, 3 minutes; that showcases the work they do. The Pink Ladies require separate pages for their sub programmes like The Pink Panthers and Hugs. They also require a single email that will distribute emails to their customers/supporters. To make it easier for our client to manage the website after our completion, we will have to create a Manual that clearly shows how to maintain and upload content to the website. When we have created the new branding, we will also create a document that sets out the dos which

will include branding, spacing and placement instructions for their logos and other branding elements. Our client also mentioned that it would be good to make a printed out colouring book for people to do as an activity. Currently the Pink Ladies have no website to compare to similar agencies which gives us a great opportunity to create new branding and online presence to support the growth of the Pink Ladies and to open up new audiences.

TARGET AUDIENCE

The target audience for the project can be placed into two groups, primary and secondary users.

Primary Users:

Those who are affected by Cancer.

Secondary:

Those who want to learn more about Cancer, support friends or family members effected by Cancer, and possibly volunteers.

As The Pink Ladies currently do not have a website and want to expand the scope of their services and bring in service users from outside of Derry-Londonderry, we want to create a website which has all the information required for a new service user to become involved.

THE DELIVERABLES

The different types of deliverables that are needed to expand the Pink Ladies aim for the organisation are listed below:

- We will provide the Pink Ladies with a new visual identity; this will include new branding for their existing logos (Pink Ladies/Pink Panthers/Hugs), it will also include a printed and PDF version of their new Brand Guidelines. This is a detailed, annotated manual on how to use their logos. Whether this be on printed or online use
- We will also be providing them with a new website, The Pink Panthers and Hugs Support Group will also be getting standalone pages on the site.
- We will deliver a promotional video show reel to show all of the activities available through pink ladies to funders, potential users and the general public.
- We have also been asked to feature printable activities like a colouring book
- We will deliver a detailed manual on how to upload content and other features on the website.
- We will be creating Leaflets and Flyers for the Pink Ladies to put where needed.

BENCHMARKING

We have reviewed 9 different cancer organisations and the best one we had reviewed as being best practice was; Macmillan Cancer Support based on the features they had, the website was welcoming and brought people in with a warm video and text approach that draws the attention of the users instantly. Modern website design with a personal touch keeps the user on the site and allows them to find what they are looking for with ease.

Another best practice website we found is from another charity called the National Breast Cancer Foundation, it is very aesthetically pleasing, and smooth to navigate, it has a personal look and feel that which is what we need to have in ours to make it feel like its personal to the user.

From the benchmarking that was done we found that Action Cancer was not held to the standard in which we had expected to find compared to the others we had looked at due to issues with the layout and general

needs in which we would expect from a website, it was badly constructed in terms of how to navigate throughout and find information that would be relevant to the user.

Overall based on the benchmarking, we will be ensuring that we provide the Pink Ladies with a website that not only provides users with the best experience possible but allows the user to get the information needed while sticking with a clear and concise design approach that compliments their brand.

THE TONE, MESSAGE AND STYLE

The style will be consistent throughout the project including the logo and sub-logos. This will be determined by the audience, since it will mostly be cancer patients, family members, friends and those who want to learn more about cancer. It will be welcoming, and the goal of the visual identity will be to make it feel personal. The message will be; to support people with cancer and their families on coping with it, there will always be help there for those who need it. The overall tone will be engaging and welcoming but professional as it is a sensitive subject.

THE TIMING

Our Production schedule for deliverables has been decided, Week 6 - Monday 28th October to Friday 2nd November will be the pitch, where we will pitch our individual work on the visual identity and to choose one to go forward with. We will create mock-ups of the website for the pitch. We will be informed of events we will need to film in the coming weeks. We will consider the technical side of the website such as when we should put it up and what

back-ups are in place in case something went wrong with the version we were working on. By the end of week 12 - Monday 9th to Friday 13th December everything will be finished and ready for the exhibition on 9th January 2020 at Ulster University in Coleraine.

THE BUDGET

We looked at multiple domain names such as Pinkladies.co.uk which came to £0.99p/ 1 year, compared to Pinkladiescharity.org at £15.99/ 1 Year, which could be preferable as similar organisations would prefer .org, the domains were researched using 123-reg as it is known as a reliable source for domains.

We will be using Wordpress to showcase the website as it is easy to use and it will provide the Pink Ladies with the opportunity to keep on expanding and keeping everyone up to date as its an easy service to use. Price of Wordpress will be £7 a month.

The Pink Ladies had discussed with ourselves that they would like to take different leaflets and flyers online so that more people can have access to them rather than spending some of the budget on printing which worked out around £214.80 for 2000 Letterheads with 120gsm Paper Type.

2000 Leaflet for £110 with 130gsm Paper Type.

10 Colouring Books would be £60.50.

The Brand Guideline book for 2 printed copies would be £17.

THE TEAM

The team is Cory McShane, Jacques Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director; Adrian Hickey.

We will use our knowledge of Interactive Media gained through study and experience to deliver the project to a high standard. Our individual skills are outlined below.



**CORY
MC SHANE**

SKILLS:

- Communication and Design (Graphic Design)
- Videography
- Photography
- Coding
- After Effects



**JACQUES
BALL**

SKILLS:

- After Effects
- Animation/Modelling
- HTML/CSS
- Graphic Design/Illustration
- Product Design



**EOIN
STEWART**

SKILLS:

- Graphic Design
- Filming
- Editing
- Time Management
- Problem Solving

