

# Love your brand!

## About us:

Brand Catalyst is a boutique brand consultancy specialising in not-for-profit and service brands.

Our highly experienced team is as effective working with the board as with your customers and clients.

Wherever you are on the brand development spectrum, from insight to strategy, from vision to ideas, from naming to design, we would love to talk.

## Expertise:

Insight  
Strategy  
Brand positioning  
Naming  
Identity Design

## Clients include:

Castrol  
CTC (National Cyclists' Organisation)  
Keep Britain Tidy  
Linklaters  
London Development Agency  
London Transport  
Nicholson McBride  
Nokia  
RSPCA  
SignHealth  
Watson, Farley & Williams

## Contact

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brandcatalyst

Launched more than fifty years ago and recognised by over four fifths of the population the Keep Britain Tidy name is one of the best known brands in the UK.



The internationally famous tidyman icon, often identified with the Keep Britain Tidy campaigns, was originally created by Anheuser Busch for its beer packaging. So while a potent symbol for responsible litter disposal, the tidyman is an unprotectable generic.



Unlike the Keep Britain Tidy name, the organisation behind the campaign, ENCAMS, did not have a high profile.

As a significant UK charity, with majority funding from the Department for Environment, Food and Rural Affairs, ENCAMS needed to raise awareness of the important work that it does with schools, local authorities and running clean beach schemes. A strong name was also important to help attract and retain high calibre staff.

Brand Catalyst was appointed to advise on changing ENCAMS's name, which led to the consultancy also creating a new visual identity for both the organisation and the campaign. Working with the management team and consulting key stakeholders we recommended the adoption of the campaign name as the name for the organisation, because of its extraordinary salience.



*Working together  
for cleaner,  
greener places*

Each campaign execution will carry its own strap line with an empathetic call to action, anchored to a refreshed tidyman icon.

The new identity for Keep Britain Tidy was launched on 1st June 2009.



Let's Keep It Tidy!



Help Keep It Tidy!



Help Keep Wigan Tidy!

