

Design  
Effectiveness  
Awards 2015  
Submission

Section 1  
Title page

Project title

SI Network  
Rebrand

Category

1.2 Design and  
implementation costs  
under £100,000

Client company

Sensory Integration  
Network (UK & Ireland)

Design consultancy

ABG Design

Date

24.6.14

“The partnership SI Network has established with ABG has resulted in the development of a positive and engaging brand image that has raised awareness both in the UK and Ireland to increase membership and supported the Networks credibility as an international player. The result of this is the increase in the demand for courses, participation across social media and engagement on the forums.”

Fiona Insch  
Business Manager,  
Sensory Integration Network (UK & Ireland)

Previous logo



New logo



sensory  
integration  
network

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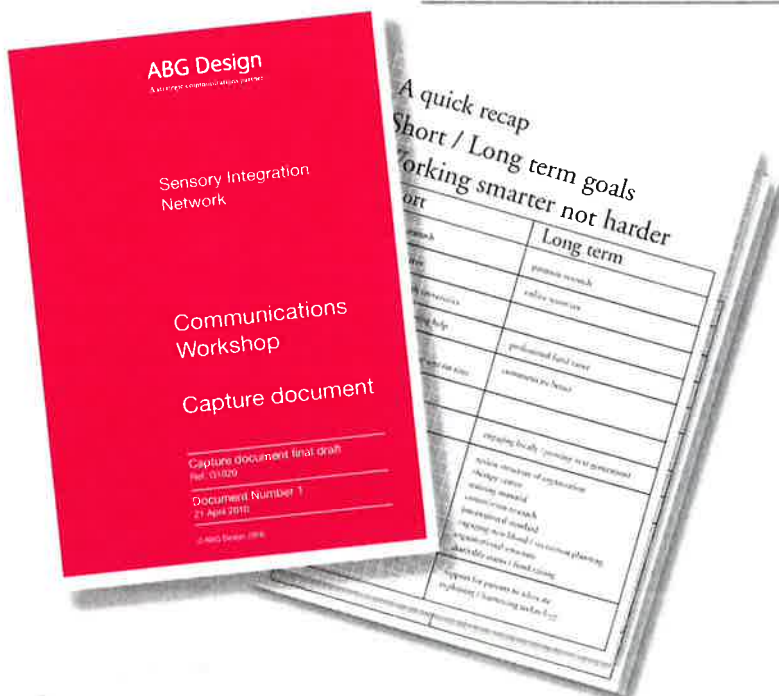
24.6.14

SI Network needed to raise their profile, increase their membership subscriptions and increase the number of candidates on their courses and seminars in order to make the Network sustainable for the future. ABG created a new brand identity, strapline and suite of communications that the Network's audience could relate to and enable them to better understand what the Network has to offer.

Working closely with the Network team to better understand its offer and long term goals, ABG facilitated a series of communications workshops that helped the Network to evaluate the issues and determine their priorities. The outcome was a set of values and perceptions the Network could take to market with clear idea of the range of communications needed.

The new brand identity and strapline were implemented across the Network's new suite of communications tools and website, including a new electronic version of the quarterly magazine, SensorNet, and a brand new monthly newsletter called emphaSIse which are circulated to the membership and wider research community.

Following implementation of the new brand the Network has seen membership and courses numbers increase and profits are up. The international profile of the Network has also improved and they now attract a greater number of high profile speakers for their courses and seminars and to sit on the Board. The culmination of their success is the Network will be hosting the 4th European Integration Congress in 2015.



Communications workshops,  
capture document



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**Executive Summary of Results:**

The investment in the rebranding of Sensory Integration Network has significantly raised the organisations profile and has resulted in:

**Membership**

Since the rebrand memberships have increased from 300 to 1,540, an increase of 413%.

**413%**



**Courses and seminars**

The number of candidate on Masters level modules has increased from 1,024 in 2010 to 1,596 in 2014, an increase of 56%.

**56%**



**Web activity**

General web activity including posts, page likes, mentions and check-ins have increased from less than 100 in 2010 to 9,000+ in 2014, an increase of 8,900%.

**9k%**



**Growth**

Prior to rebranding growth was stagnant. Immediately following the rebrand turnover grew by 25% and this continues at a rate of 8% per year.

\*First year following rebrand

**\*25%**



**Profile**

The reputation of the Network has improved dramatically helping them to grow their audience and guarantee their future. Prior to rebrand the Network had 739 contacts in their database. This has increased to 6,795 contacts, an increase of 819%.

**819%**



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### Outline of the project brief

The initial brief was to redesign the SI Network website to provide a greater degree of functionality for users. ABG ran a series of communications workshops to gain a valuable understanding of the Network and its offer and to enable the Network to build a set of values and perceptions they wished to bring to market. During the first workshop an issue arose: many did not feel that the old brand would align well to a new website and it was decided that it was time to rebrand.

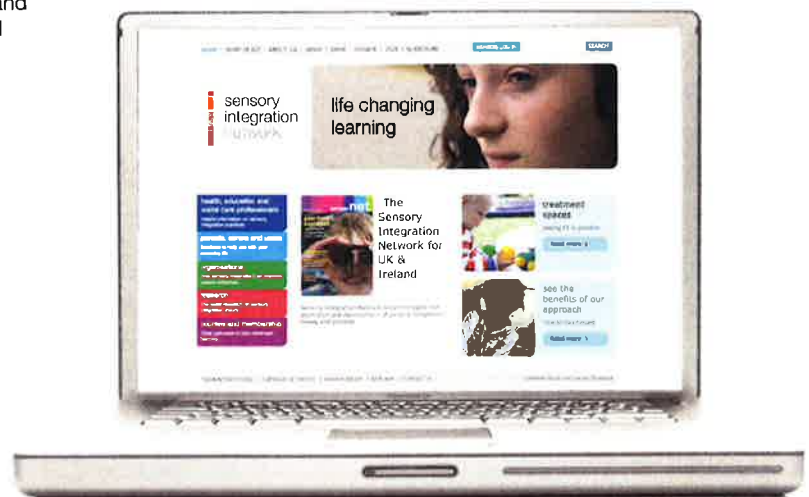
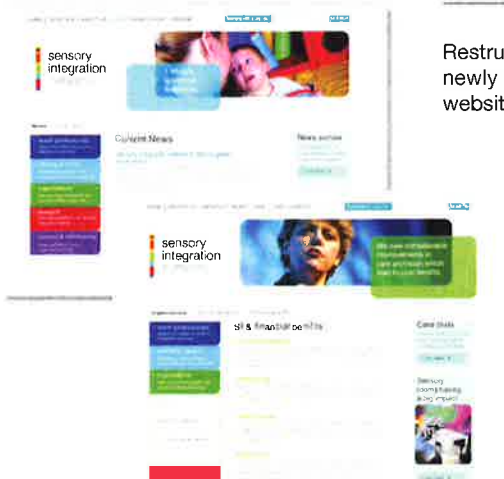
### The key marketing objectives:

- Build profile through a more professional brand that will appeal to a full range of audiences
- Provide clear positive communication that are friendly and engaging
- Promote the benefits of the courses: engaging, meaningful and worthwhile.

### Key business objectives:

- Increase membership numbers
- Increase the number of candidates on courses and seminars
- Become known as 'the' market leader in its field
- To connect and nurture the next generation of Occupational Therapists, Physiotherapists and Speech and Language Therapists.

Restructured and  
newly branded  
website





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**Project scope**

Throughout the workshops, ABG identified a number of communications that would help the Network to realise their objectives. As a result the new brand was to be implemented across:

- Speaker support and teaching tools
- Internal communication channels to allow the Network to respond quicker
- A series of exhibition speaker support
- Better course and membership materials
- New electronic communications; SensorNet and emphaSize
- More frequent communication to all members through e-campaigns
- A new website focused on the people stories the network delivered against.

Conference support material



e-news campaign



Printed communications and templates



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### Background description

The Sensory Integration Network (UK & Ireland) was formed in 1996 when four separate associations with similar ideals and offers came together. It is a not-for-profit organisation, promoting education, good practice and research into the theory and practice of Ayres' Sensory Integration. They support those with sensory processing difficulties (also called sensory integration dysfunction or sensory processing disorder) and provide training courses for therapists, parents, teachers, clinicians and support workers, including postgraduate training in sensory integration in partnership with the University of Ulster.

As the level of understanding varies from country to country in how therapy is embraced and taught the new brand had to welcome and grow the Network's membership and communicate effectively to the lay-person so a clear idea of its therapies and outcomes could be better understood and respected.

The brand also had to support the Network's vision to engage at a strategic level with government departments and key political players alike and had to represent itself as an authority on its subject, backing this up with research and best practice examples. The communication style and tone of voice adopted needed to be flexible in order to reach these diverse audiences.

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Sensory Integration in action – building an image portfolio



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### Key challenges

The Network had an immediate problem; the take up of courses and seminars offered was low and membership numbers were stagnant, at around 300, making the Network unsustainable for the future.

Also, the management team at the Network comprised individuals working in geographically remote locations and giving their time on a part-time basis while working in full-time clinical practice. This meant the lines of communication were not straightforward and it was vital that all communication platforms were clarified and clear roles were identified so that the skills and focus of the team were best utilised. Part of this was solved with new software developed behind the website that allowed the management team to work together more effectively.

In addition, budgets were limited so each stage of the project was unlocked when the previous stage had proven its worth.

The Network were also aware they had a loyal membership and it was imperative the new brand did not alienate existing members.

### Overview of the market

The SI Network provides members with up-to-date information and breaking news about the developments in Sensory Integration theory, practice and research.

Since its formation the Sensory Integration Network has had to deal with many challenges. They operate in an area where many people do not fully understand what an allied health professional (Occupational therapist, Physiotherapist and Speech and Language Therapist) delivering sensory integration therapy can provide. The brand not only had to welcome and grow its existing membership but also act as an authority on its subject to the lay person so a better understanding of its Sensory Integration therapy and outcomes could be better understood and respected.



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**Project launch date**

The new brand and website were launched in September 2010 at the SI Network Autumn Conference. ABG were invited to present the new brand to the wider membership in attendance so that an understanding of the new brand approach could be fully embraced.

The remaining communications were developed over the following twelve months. The SensorNet magazine is ongoing, published quarterly and the emphaSIse newsletter is published monthly.

**Size of design budget**

All of Sensory Integration Network's available funds were invested in the re-brand and website. Budgets were limited and further fees were only released by the Network when a return on investment could clearly be seen. The initial project budget was £21,695.

Previous SensorNet magazine



Rebranded SensorNet magazine





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### Outline of design solution

Before we started the creative process we spent some time with the Sensory Integration Network's senior team running two workshops to better understand the organisation and its long term objectives and to cross check their brief against the desired deliverables. The workshops created a joint SI Network/ABG team built on trust and understanding that worked in collaboration to achieve the best outcomes for the Network.

The process was hugely valuable to both parties as it raised as many questions as it provided answers. It enabled the Network to identify the need to change some of its management structure in anticipation of growth, which proved to be highly valuable as everyone was shocked with the volume of membership growth in such a short period of time after rebrand.

ABG's input at this strategic level also helped the Network to identify the suite of communications needed and the tone of voice and look and feel that should be embraced. The suggestion to re-launch the quarterly member's magazine as an electronic publication was very popular and the idea was welcomed by the members that ABG had suggested join and contribute to the workshops. These members provided first-hand insight into what the membership wanted from the Network and what communications and tone of voice would work best for the wider membership.

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Powerpoint introduction for EISC conference announcement – Finland 2014



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Our design solution focused on presenting the Network in a more professional way, and as an authority to explain and educate people on what sensory integration is and how, if applied appropriately, it can have a profound effect on an individual's life.

ABG have incorporated a multi-coloured, vibrant bar as part of the identity, that plays on the visual aspect of sensory perception.

A fundamental element of the new brand was the strapline 'Life Changing Learning' as it helps to explain what sensory integration is about to all audiences.

The Network decided to embrace the idea of people stories to communicate their values in a clear and straightforward way. The stories crossed many levels of understanding and clearly showed how therapies can assist people of all ages using vibrant images. To help the transition from old network to new a series of new photography was commissioned, in the appropriate therapy situations, so people could see how any age can benefit from receiving the appropriate therapy, guidance and advice. The new images were vital in the visual storytelling that accompanied the new brand and they have been embraced across a number of communications platforms.

ABG has worked closely with the Network at every step in its growth and development and has since run further communications workshops with them, ensuring any future opportunities are embraced.



“Life  
changing  
learning”



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The investment has proved to be a key milestone for the Network in terms of revenue generation through increased membership and take up of courses and seminars.

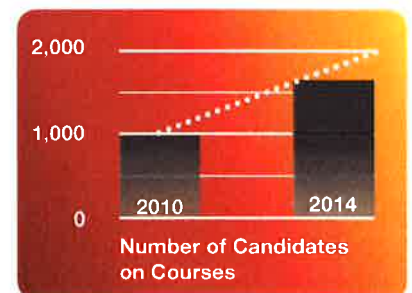
### Membership

Since the rebrand membership numbers have increased from 300 in 2010 to 1,540 in 2014 representing **an increase of 418%**. This has been achieved even though the membership offer did not change and the cost of subscription increased. This clearly shows that the rebrand has been effective in attracting new members.



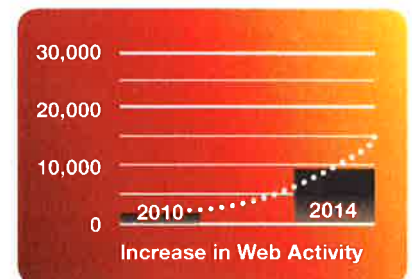
### Courses and seminars

The number of candidates on courses and seminars has **increased from 1,024 in 2010 to 1,596** in 2014. This has been achieved through better communication with the membership as there has been no significant change to the offer.



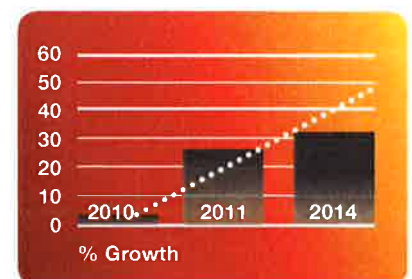
### Web activity

General web activity including posts, page likes, mentions and check-ins have increased from less than 100 in 2010 to 9,000 in 2014, **an increase of 8,900%**. They also benefit from 50,000 followers on social media each week.



### Growth

Prior to rebranding growth was stagnant. Following rebrand **growth accelerated to 25%** and currently continues at a rate of 8% per year. Despite an increase in membership fees net profits from membership sales grew by 210%.



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### Profile

The investment in the re-branding of Sensory Integration Network has sufficiently raised the organisations international profile so that they are now at the table talking to key government departments.

The reputation of the Network has improved dramatically both nationally and internationally and they have gained access to new audiences through representation at the following conferences: the 2nd ESIC 2011 in Portugal, R2K conference in Los Angeles in 2012 and the 3rd ESIC 2014 in Finland.

Through various management changes and senior roles being defined the Network have been able to attract a greater number of eminent speakers on sensory integration theory and practice for their courses and seminars. They have also managed to attract some of the UK's leading talent to lead the Network into its next phase of growth.

The Network are proud to have secured Rosalind Rogers BA MSc FRCSLT as their new Chair from January 2014. She comes with a wealth of knowledge and experience from previous roles as Fellow of the Royal College of Speech and Language Therapists, Chair of the Royal College of Speech and Language Therapists Council and Advisor for the UK Regulator, Health and Care Professions Council.

**“Attracting a Chair of this calibre would not have been possible before the Network’s profile was raised through the rebrand.”**

Mandy Adamson,  
Vice Chair, Sensory Integration Network (UK & Ireland).

ESIC conference 2015  
brand mark



**ESiC**

**4th European Congress  
of Sensory Integration**

Birmingham, 11-12 September 2015  
(Workshops – 10 September 2015)



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### Highlight for the Network

The Network are proud to be awarded the responsibility of hosting the 4th European Congress of Sensory Integration in Birmingham 2015. This is the first time the Congress has been hosted in the UK. The Sensory Integration Network is solely responsible for achieving this milestone event for the UK.

Sensory Integration practice is growing internationally, and where predominantly 4 or 5 countries including the UK taught and practiced the therapy in the 1970's and 1980's, this number has risen to 60 plus with a vision for 100 by 2020. The UK is a key player and as such is represented at the highest level in the 2020 Vision planning.

It was recently proposed that the 4th European Congress ([www.ESIC2015.eu](http://www.ESIC2015.eu)) being held in the UK in Birmingham in 2015 be the last, and that at ESIC 2015 the Congress is re-launched as an international rather than European event - the International Congress of Sensory Integration Research and Practice.

SI Network, in a role as a key international player will be seeking to support this initiative, and as the key organisation perceived to have the strongest branding and international online presence will be responsible for hosting the [www.icsirp.com](http://www.icsirp.com) website in collaboration with whichever country is the host for the next event.

Pre-conference launch promotional postcards and 'Story' campaign, promotional flyer



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“Part of the Network’s success has been achieved through ABG fully understanding what the Network stands for and delivers and by seeing from day one where they wanted be in the future, ensuring design and clarity of communication were always paramount in everything they do.”

Howard Miles  
Managing Director, ABG Design.

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“Through the rebranding using strong visual images and posters to advertise the clinical application of Sensory Integration it has been possible to reach practitioners in an emerging area of practice aimed at professionals working with adults. An audience that we would not have reached prior to the rebrand is Rampton Hospital. This is one of three high-secure hospitals in England which included a more diverse range of professionals than SI Network courses would typically include.”

Kath Smith  
Director Learning and Development,  
Sensory Integration Network (UK & Ireland).

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The increase in net profits may have been influenced by the increase in the price of membership subscriptions. However, as membership numbers are up this can be attributed to the effectiveness of the rebrand.

At the first workshop ABG helped the Network to identify the areas where they were not communicating effectively with their membership. The improved communications may have contributed to the increased membership but the Network's offer has not changed, just the quality and quantity of communications as rolled out by ABG.

The new website may have helped to draw additional members to the Network, however, as ABG designed the website and its functionality this was achieved as part of this project.

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## Section 7

### Research resources

All membership, course and financial data was obtained from the SI Network Management Information and Financial systems. Website statistics were obtained from the statistics function of the website Content Management System.

