



Project Title:

Responding to climate change (RTCC) – rebrand

Category:

Interactive and Digital

Client:

RTCC (Responding to Climate Change)

Design Consultancy:

Honey

Date:

July 2012

Executive summary

RTCC (Responding to Climate Change), an official communications partner of the United Nations Framework Convention on Climate Change (UNFCCC), is committed to become the pivotal information resource in the climate change debate.

Prior to the redesign, RTCC's brand proposition was inconsistent across its two websites and magazine. The online offer was confusing with two sets of content spread across two separate URLs; rtcc.org and Climate-change.tv

Both sites held value but without a friendly user interface, both sites were limiting their impact and restricting visitors from accessing the content on offer.

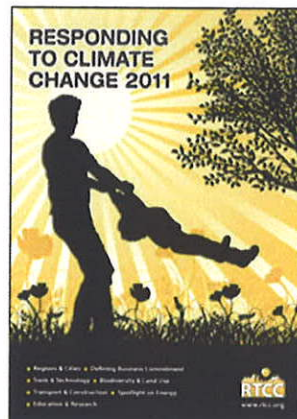
The challenge was set:

- To build traffic through the online presence
- To move beyond a UK focus to a worldwide presence.
- To create a cleaner, simpler public facing brand proposition and online user interface.

The team's solution: rationalise the two sites into one under the RTCC brand name and URL and restructure so that it became more accessible to the different audiences.

This was backed by a redesign of the core identity, the magazine and the conference display material to ensure consistency ran across all channels.

Old Design



The rebrand and restructure of the online proposition has been a much needed lease of life, motivating RTCC's sales and marketing teams and enabling RTCC to compete in an ever-expanding market.

The results:

- 75% of traffic is new users.
- Monthly unique users increased from 4,000 – **15,000**
- Video views have increased **554%**
- Article views have increased **476%**
- 480,000 page impressions in 8 months - a **246%** increase
- Foreign traffic numbers increased – almost **50%** now from USA and the rest of the world
- First advertising sponsorship (**£20,000**) achieved after rebrand and restructure, paying back the investment in the rebrand within first 6 months.
- Brand helped grab attention of influential delegates, such as UNFCCC chief, Christiana Figueres, and social media has a reach of **1.5million people**



Project overview

Description

RTCC (Responding to Climate Change) is an official communications partner of the United Nations Framework Convention on Climate Change (UNFCCC).

Dedicated to raising awareness about climate change issues, RTCC has access to key people within the sector through their partnership with the UN and offers the inside track on climate change negotiations to the world, in particular, government officials, politicians, UN members, academics and, though as a lesser priority, interested members of the general public.

Inspired by the BBC's objectivity, information is broadcast in video and written form through their website, rtcc.org, and in real time through social networks. RTCC covers negotiations and promotes key news all year round. In addition, at each year's COP (Conference of Parties), RTCC distribute their own magazine to the audiences above. The magazine features paid-for adverts from global organisations, such as Mazda and BP, and forms the main source of revenue for RTCC.

RTCC is committed to become the pivotal information resource in the climate change debate.

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Market overview

Climate change is a global issue and the market place is ever growing and becoming more competitive; Organisations across the world, small and large, campaign to ensure a cleaner, greener future. Many such as Greenpeace and Friends of the Earth, with a specific agenda, seek and demand the attentions of political leaders and others who can influence change, including the UN.

Many agenda-driven sites exist, such as www.treehugger.com, www.thegrist.com, www.dothegreenthing.com and www.green.tv. However there is very little objective, agenda-free information. The leading agenda-free website is arguably www.guardian.co.uk/environment, publishing two stories a week based on green issues. However, in comparison, rtcc.org publishes 8 stories a day covering not only green issues but also climate change negotiations.

Recently, other major players such as businessgreen.com have been expanding their proposition and we have seen smaller organisations enter to further pursue this audience of key influencers and claim a stake of their limited time and interest.

Throughout the year, events, conferences and talks take place and are key opportunities for decision makers and senior people in the sector to meet and discuss environmental issues with a view to agreeing and committing to strategy to improve sustainability measures. The UN's Earth Summit has recently taken place in Rio and the Conference of Parties (COP) is to be held in December.

Organisations such as the aforementioned work hard all year long to be heard in the sector. However, with the interest generated both publicly and politically at the times of these conferences, organisations pay significant attention to their key messages and activity before, during and immediately after the conferences.

Outline of project brief

RTCC is committed to expanding its resources, depth of information and audience reach to become the pivotal information resource in the climate change debate.

With a clear brand proposition across communication channels, and with a greater online presence and increased visitor numbers and activity, target audiences will be encouraged to work, listen to and engage with RTCC to maintain the content offer and build its reputation and value within the climate change sector.

This will benefit investment and revenue earnings. Organisations will see greater value in their investment into RTCC, and subsequently RTCC can broaden their advertising space sales packages to include online space and demand higher fees.

To achieve the above, the brief required development of the brand strategy, evolution of the brand identity, redesign and restructured website(s), as well as the magazine design and conference display stand. Together, this aimed to:

- Enable the brand to extend across new digital channels.
- Help define RTCC's reputation as the number one online resource for news and thought-leadership in climate change by increased usage and involvement.
- Attract the attention of thought leaders in the Climate Change sector and help forge relationships with these individuals.
- Increase traffic by 50% in the first 6 months of launch, especially across foreign audiences.
- Enable RTCC to build an online advertising/sponsorship fee structure.

Project Launch date

Active new branding online from November 2011

Size of design budget

£15,000, covering brand strategy and identity, exhibition stand, magazine and website.

The fee was accepted at a reduced rate due to the objectives that RTCC aim to meet and the positive affects that can be gained should their offer be successful.

Outline of design solution

The key issues RTCC faced were:

- The brand proposition (rtcc.org, Climate-change.tv and magazine) was not clear or consistent
- Online content was poorly presented/unapproachable process

Brand Identity:

With a one-brand proposition, RTCC's brand would be simplified and consequently visitors, whether senior industry insiders or members of the public, could understand RTCC's remit, cause and value of content.

A key design objective was to revamp a very negative brand identity and create one centred on positivity to build a healthy, forward thinking approach to climate change and reflect RTCC's internal and external character.

Following an in-depth audit of competitor brands within the market, the team formed an identity that set RTCC away from organisations focussing on green issues in order to reflect the USP of having the inside track on climate change negotiations.

We ensured the brand was approachable for all levels of intellect, not just to a high-brow minority audience, and that the brand elements worked across print and online.

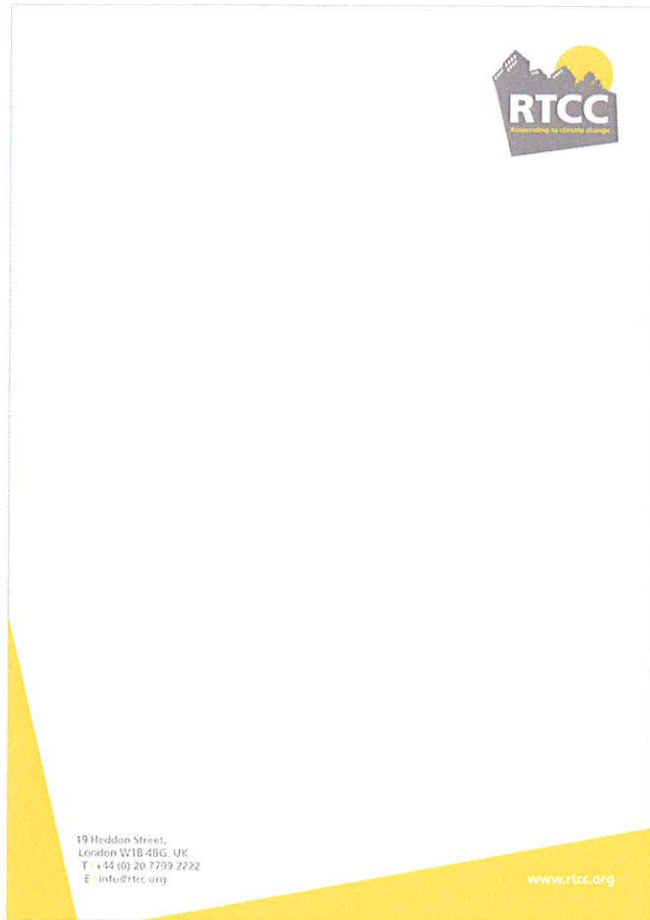
Identity



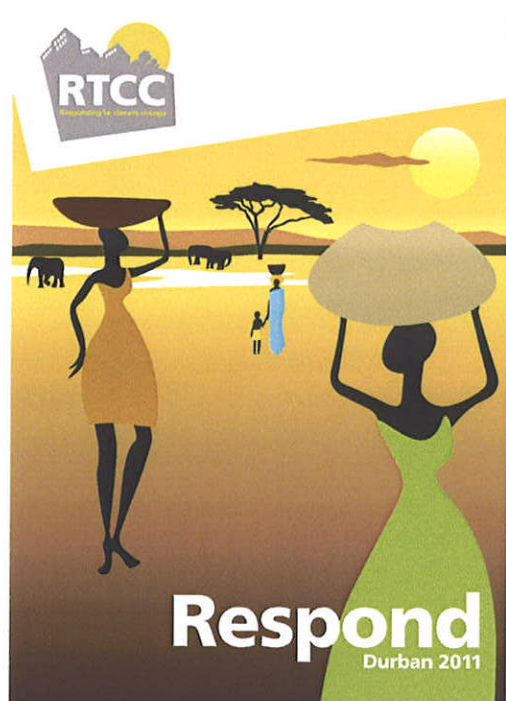
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Stationery



Magazine cover



Digital:

The confusing online offer was made up of two services;

rtcc.org - a library of written articles across environmental categories such as Tools and Technology; Biodiversity and Land Use, updated daily.

Climate-change.tv - an online video library of interviews on global climate change effects and the negotiations of the climate change treaty.

Within **rtcc.org**, articles were listed under seven content categories that were presented in a busy environment. Too many visual styles conflicted and the impact and engagement levels were low and the navigation confusing.

There was no obvious order for articles to fall into and attention to detail such as image selection, image placement, use of font and line endings also needed revising.

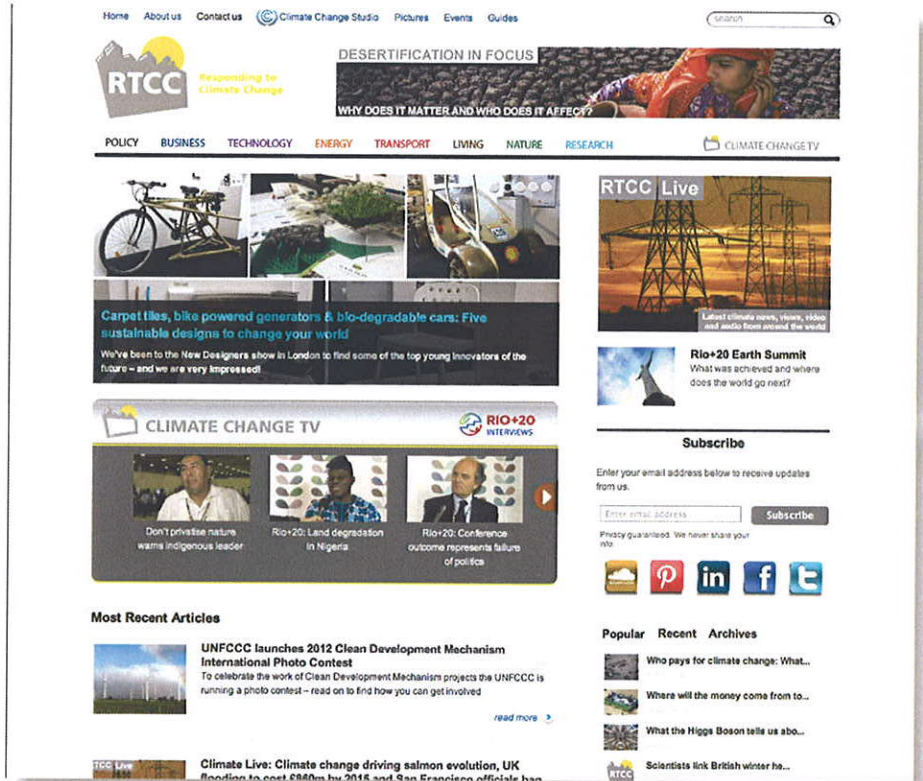
The link to the sister site, **Climate-change.tv** was void of any striking design feature and demanded a greater visual call to action.

To remedy this, the team restructured the two sites to become one hub, offering the most up-to-date industry content in article and video form under one umbrella URL.

Website



previous



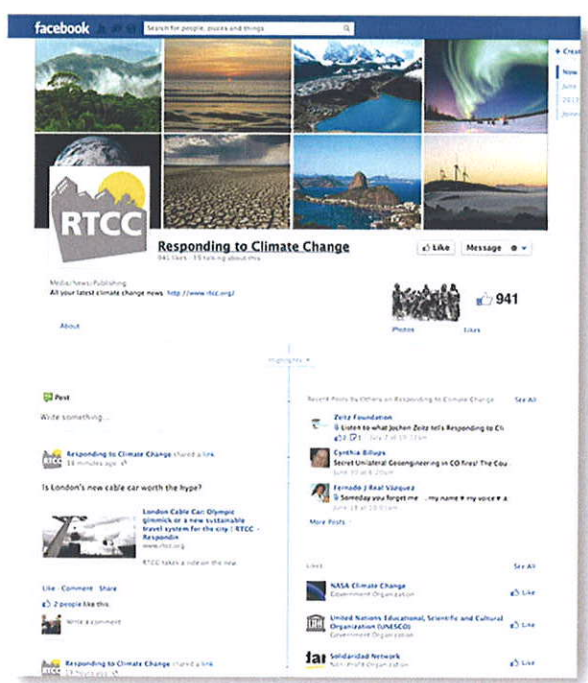
The offer was no longer disjointed allowing visitors to follow a logical journey, answering their need to locate specific information from a wide range of topics.

Secondly, we applied the new brand elements to the website, and designed a new Climate-change.tv logo to give it presence and context within the rtcc.org environment. We refined presentation to include shorter main heading titles, improved colour coding and navigation to bring clarity to the content tabs.

Developing the network of Social media was a key focus. We gave icons priority location on all pages within rtcc.org (under each video and article), encouraging sharing among audience piers.

The team ensured the brand identity and essence was carried across individual social networking sites, respecting the design restrictions.

Social media



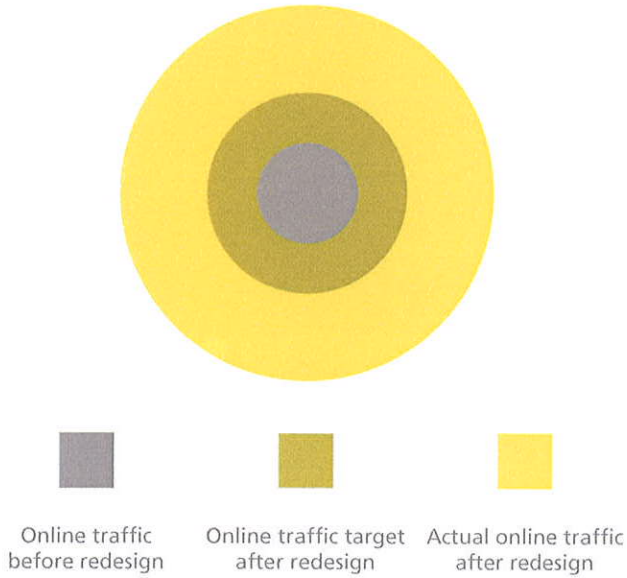
Launch

Once the brand strategy and identity were finalised, the online proposition and magazine were launched a month prior to the COP in December 2011. The new proposition made an impression with the delegates

involved, creating awareness, and word of mouth across those that matter and as importantly, during a time that mattered.

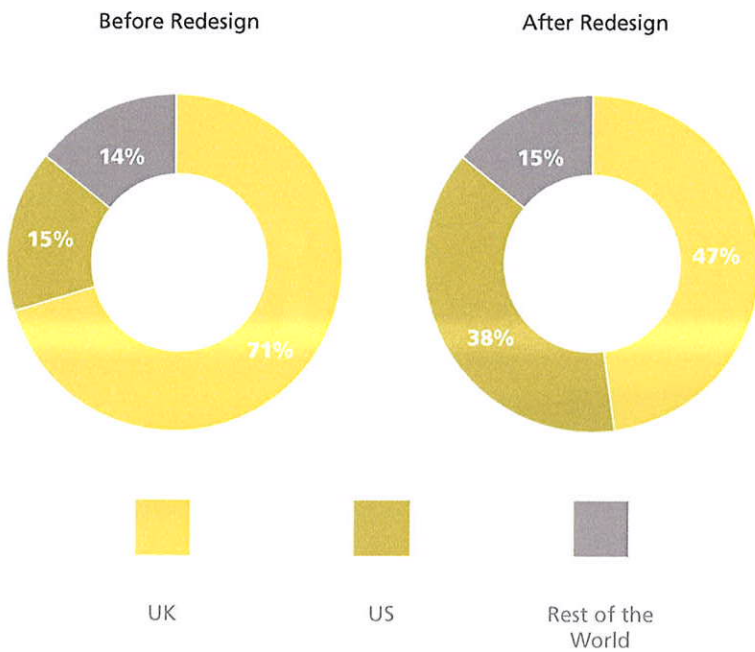
Results

Objective: increase in traffic by 50% in first six months after launch.



75% of traffic is brand new (88,000 new visitors). Monthly unique user numbers have increased from 4,000 to 15,000 - up by 375%.

Objective: to widen geographical reach



Now, almost as much traffic comes from the US as the UK.

47% UK, 38% US, and before, it was approximately 71% UK, 15% US, and 14% rest of world.

Objective: to make navigation and user journey simpler

Result:

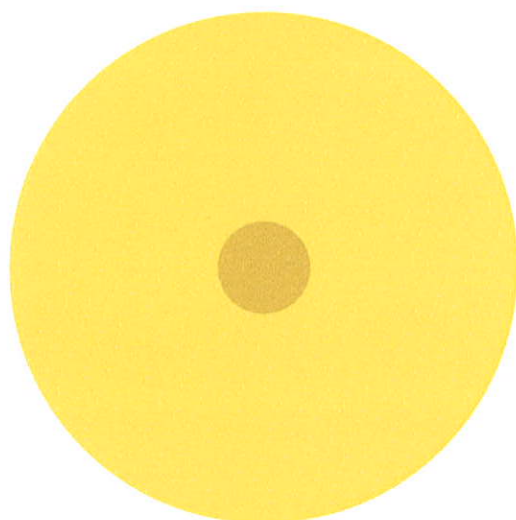
We have reduced average time spent on homepage from 1m.23sec to under 30sec (an industry benchmark)

Objective: increase page impressions

Result:

480,000 from 195,000 (eight months year on year)

Objective: increase video viewings



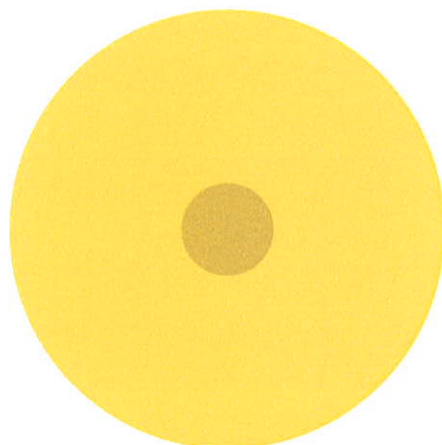
Video views
in September 2011

Video views
in June 2012

Result:

Vimeo stats record increase to **177,438** loads in June 2012, from 32,000 in September 2011 – **A 554% increase.**

Objective: increase article viewings



Article views
in September 2011

Article views
in June 2012

Result:

Viewings up to 60,183
in June 2012 from
12,639 September 2011
A 476% increase

Objective: enable brand to span across new online channels

Result:

Online reach to 1.5m being through Twitter (800k), Facebook (500k) Pintrest and others (200k). The brand now has a reach of 1.5 million including key global influencers and bodies. In May 2011, reach was 365,000.

Objective: Build financial support for the online resource

Result:

First advertising sponsorship for a tier 2 offer was achieved from BP shortly after the rebrand and restructure, gaining a £20k investment for the COP 2011.

Objective: appeal to senior figures in industry

Result:

A host of key figures and organisations now follow on twitter, further enhancing RTCC's reputation as the main online resource for news and thought-leaders in climate change, such as:

- Christiana Figueres** – Chief of UNFCCC,
- Greg Barker MP** – UK Minister for Energy and Climate Change
- Yvo de Boer** – KPMG climate boss
- John Prescott** – former UK deputy Prime Minister
- James Murray** – Editor for Business Green
- Greenpeace**
- Sierra Club**
- The Guardian**
- L.A Times**

Quality not quantity



It's not how many people **we** reach at rtcc.org - it's **who** we reach. Our coverage is valued by leaders in politics, business and activism. We open conversations with clients and keep talking all year round - not just before COP.

A combined audience reach of over 1.5 million!

The performance of rtcc.org has shown significant improvement since the rebrand and restructuring of the website in October 2011.

The objectives listed in the brief have been met with significant and unexpected results.

A larger percentage of traffic is coming from the US (38%), which, with its size, contribution to carbon emissions / world pollution and active politicians on the scene, is a key party in solving the global sustainability issues.

Attracting 15,000 visitors per month within the first 6 months (up from 4,000 per month) and achieve 480,000 page impressions has greatly exceeded the short-term targets of a 50% increase in visitor numbers.

RTCC is now able to push quality content sourced from those who matter, to their counterparts across the world, in real-time.

The content available on the website(s) has been accessed and viewed a greater amount since the rebrand. Visitors have viewed articles 60,183 times compared to just 12639 the year before. Video viewings have reached over 177,000 compared to 32,000 the year before... A true reflection on the positive effect of considered design.

Furthermore, the brand is helping to build strong relationships with the most influential people in the market place, gaining respect and trust to further RTCC's offer and long-term ambition to define RTCC as the number 1 online resource for news and thought-leaders in climate change.

With activity across social media, network activity has developed to a 1.5million reach (Twitter 800,000, Facebook 500,000, other networks forming 200,000)

And, with all of this development, the staff at RTCC, particularly the Sales and Marketing teams are now much more motivated to maintain and build upon the upward momentum. The ambition is clear and the culture across the organisation is built not only on dedication to the cause, but also confidence and optimism.

ROI - RTCC restructured its sales package on the success of the rebrand project and introduced a second tier to it offer:

Tier 1 – Print only

Tier 2 – Print and online

For the sum of £15,000, RTCC has already felt a significant return on investment. BP sponsorship of £20k has paid back the investment into the rebrand, plus a little more, recognising the added value that rtcc.org now brings to the investment offer.

...A 125% ROI to date.

Testimonials

"The design of the RTCC website and brand has drawn admirers from around the world. Re-launching was a challenge, especially as Climate Change TV was a fairly well-known brand in this sector. But the logo, website design and general feel has clearly marked us out as a serious, transparent and instantly recognisable brand. This has translated itself into visits to the website and increased advertising revenue."

Ed King – Editor for RTCC

"Our new brand identity is not only truly reflective of our core values; it is now a powerful tool in our armoury that relates specifically to the sector we are in. We can now go out and capture interest at the COPs through a much greater physical presence, and also online through our newly designed website.

My team and I have really recognized the difference a brand identity can make, not just through a noticeable change in people's approach to us but also in our teams approach to getting things done, particularly our Sales and Marketing teams.

Our monthly unique users are up by 375% since October 2011 and importantly they choose to stay on for longer, spending more time viewing our content."

Matt Wilson, Project Manager for RTCC

Other influencing factors

RTCC has a small marketing team and sales team who work throughout the year to manage the website, magazine publication and any supporting activities.

In the run up to the 2011 COP, (1 month after the rebrand and redesign of the website, a two week Pay Per Click campaign to the value of £2,000 was actioned. This has been the only online promotional activity to support

rtcc.org after the rebranding, other than investment in SEO management which has remained constant before, during and post rebrand.

During the fortnight, traffic increased by 35% to just under 5,500 visitors, an adequate increase given the bidding competition for key words from larger competitors.

Research Resources

All statistics from RTCC Google Analytics.
All Twitter quotes taken directly from Twitter.

