

# Rebranding **Live Strong**



- **Project brief**

- LIVESTRONG Foundation is a \$50 million cancer foundation with 2.5 million members worldwide. It is rated one of the most effective nonprofits in the cancer community by charity watchdogs, and it's among the most prestigious.
- LIVESTRONG's mission is unique: unlike its peers, the Foundation focuses on helping cancer survivors rather than on conducting cancer research. To date, LIVESTRONG has raised \$500 million to help people navigate the practical, emotional and financial realities of cancer.

- Our work became exponentially harder when LIVESTRONG's founder—seven-time Tour de France winner Lance Armstrong—admitted to doping and resigned from the Foundation.
- *A New York Times* story gave rise to misguided criticisms that the Foundation “contributes hardly anything to cancer research.”
- Sponsors Nike and Oakley dropped Armstrong, and donations to the foundation began showing a decline.



- LIVESTRONG's brand was suddenly in crisis. From its winner's jersey—yellow signature to its name and voice, the brand seemed tied to Armstrong.
- While NBC News, *Forbes* and *The Wall Street Journal* proclaimed that LIVESTRONG would need substantial rebranding to survive, others suggested that too big a change would cost LIVESTRONG its powerful brand equity and diminish the respect the Foundation commanded.



- Since the beginning, LIVESTRONG's strategy has been to build a powerful identity distinctly different from other health nonprofits—looking and acting more like an uber-cool sports brand than a foundation. In contrast with organizations like the “medical-looking” American Cancer Society, LIVESTRONG's attitude is passionate, athletic and in-your-face.



- **The rebranding**
- In 2012, LIVESTRONG was suddenly forced to consider whether its highly visible brand image was a liability, associating the foundation too tightly with its founder. Once the yellow jerseys were gone, did LIVESTRONG's brand still make sense?



- The decision was an emphatic “yes.” The vigorous brand voice and the vitality inherent in its yellow signature were, and remain, authentic reflections of the organization’s soul. A radical change would go against LIVESTRONG’s key message: It has never been about one person.





Old Logos





# New Logo:

**LIVESTRONG®**

**FOUNDATION**

**LIVESTRONG**

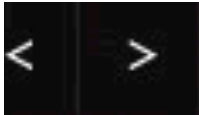
ISN'T ABOUT ONE PERSON.

IT'S ABOUT THE MILLIONS OF  
PEOPLE FACING CANCER WHO NEED  
SUPPORT AS THEY FACE THE  
TOUGHEST BATTLE OF THEIR LIVES.

## **Design Solution:**

- UN Summit messaging told the story and issued specific calls to action. Using a Facebook app, we assembled 150,000 profile photos into a composite portrait of LIVESTRONG supporters.
- The portrait and accompanying videos were strongly branded; color and typography, as well as pace and tone-of-voice, were distinctly LIVESTRONG's.





**LIVESTRONG<sup>®</sup>**  
FOUNDATION





**225,700**

PEOPLE WERE HELPED EITHER

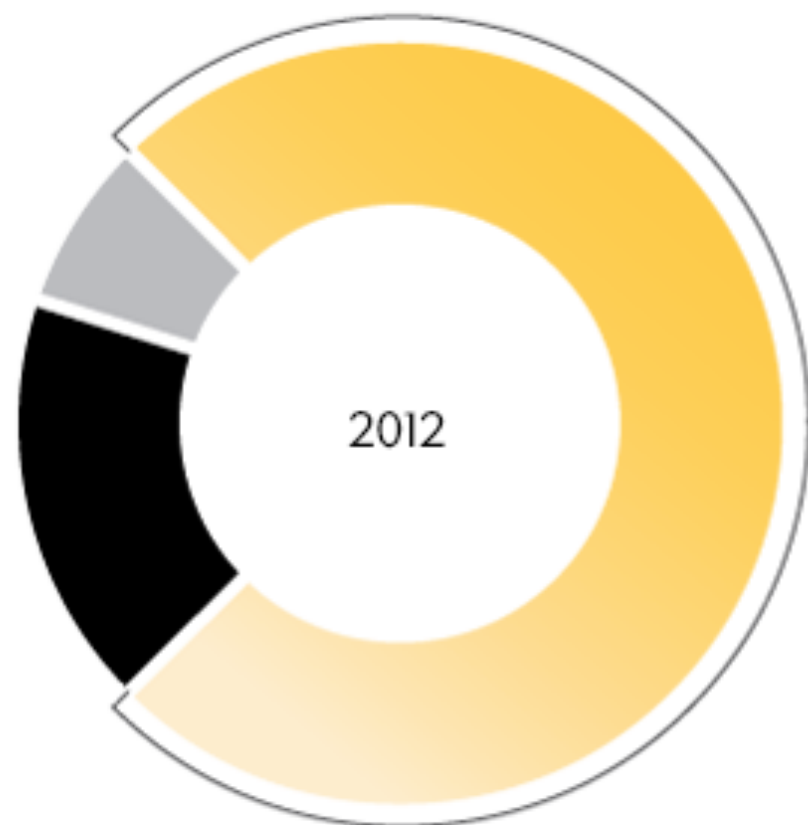
IN PERSON OR ONLINE BY CLUB MEMBERS



**200 MILLION** PEOPLE EITHER

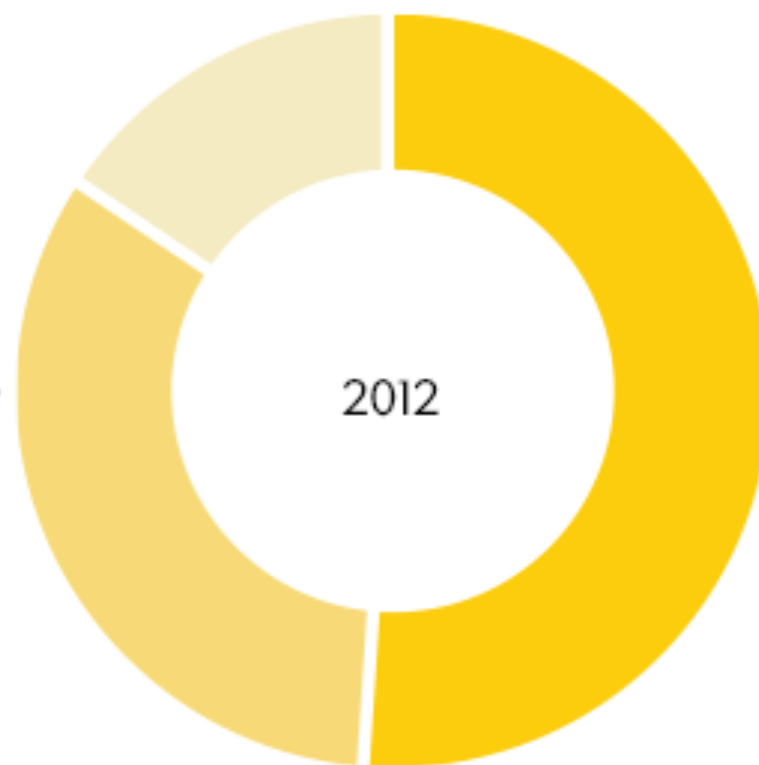
FUNCTIONAL EXPENSES

**\$44,796,763**



PROGRAM ACTIVITIES


**\$37,706,967**



	<b>84%</b>	<b>PROGRAMS</b>	<b>\$37,706,967</b>
	<b>12%</b>	<b>FUNDRAISING</b>	<b>\$5,340,622</b>
	<b>4%</b>	<b>ADMINISTRATION</b>	<b>\$1,749,174</b>

	<b>51%</b>	<b>EDUCATION, PROGRAMS, AND POLICY</b>	<b>\$19,251,695</b>
	<b>33%</b>	<b>GRANTS</b>	<b>\$12,450,888</b>
	<b>16%</b>	<b>ADVOCACY AND GOVERNMENT RELATIONS</b>	<b>\$6,004,384</b>



 News Corporation

AT THE 2011  
U.N. SUMMIT ON  
NON-COMMUNICABLE  
DISEASES.

LIVESTRONG LIVESTRONG.ORG/FACEPT

SONY

INNINGS AS

prius goes plural



Video from Times Square:

<http://www.youtube.com/watch?v=QQ533KxUsvE&feature=youtu.be>

Video of Survivors:

<http://www.youtube.com/watch?v=feXOVkDp-Rw>