



Brand Strategy & Identity: LSTM

The Liverpool School of Tropical Medicine (LSTM), founded in 1898, is a leading Centre of Excellence focused on improving health, eradicating disease and saving lives through first class research, education and technical assistance.

Our work:



Client benefits:

- A fully inclusive brand development programme that was pivotal in defining the LSTM brand and all that it represents
- Fully facilitated workshops involving a representative sample of employees and the Executive Committee
- A global brand identity and in-depth communications guide that will support the future development of the School and its invaluable work to address the plight of tropical diseases and related international health issues
- A full and successful implementation plan with supporting communications material

Challenge:

We won a three-way pitch to review the identity of LSTM to support the ongoing commercial development and expansion of the School including the opening of a £23 million flagship Centre for Tropical and Infectious Diseases. The challenge was to ensure full justification of the new identity and to ensure that employees of the School and key stakeholders were fully supportive of any new identity proposed. In addition, it was critical that the review recognised the heritage of the School's activity and fully assessed the value of the existing identity.

Solution:

Together Stratia and Forepoint devised an appropriate branding strategy and stakeholder engagement plan in order to align the expectation and heritage of the brand to its future commercial goals.

The starting point was a thorough review of the environment in which the brand operates and a comprehensive internal and external engagement process to clearly articulate the characteristics of the brand. What has emerged is an identity and communications guide that reflects LSTM's heritage: its current position as an international Centre of Excellence and its future development plans.

Testimonial:

"It was very important to fully assess the value of such a historic identity with a wide range of stakeholders before committing to a change. The comprehensive process we employed confirmed that the time was right for a change and helped us to develop a winning identity which clearly signals our future direction and supports our plans for growth."

LSTM

Contact us:

For more information about our strategic communications work and other areas of expertise, don't hesitate to get in touch:

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