



## Brand Strategy & Stakeholder Engagement: IVCC

Innovative Vector Control Consortium (IVCC) is a global partnership of leading academics from the Liverpool School of Tropical Medicine, the London School of Hygiene, University of California at Davis, Colorado State and the Medical Research Council, South Africa, focused on combatting malaria and dengue.

### Challenge:

We were commissioned to create a brand identity for IVCC which is a consortium of academic partners, funded by the Bill and Melinda Gates Foundation, including the Liverpool School of Tropical Medicine, the London School of Hygiene and Tropical Medicine, Colorado State University, University of California at Davis and the Medical Research Council, South Africa. We were tasked by IVCC to create a brand identity that would unite the consortium partners and raise the profile of their invaluable work to help combat insect borne diseases such as malaria and dengue thus saving lives in developing countries.

### Solution:

Our approach involved a detailed design development process combined with thorough stakeholder consultation, both internally and externally. What emerged was an identity that truly reflects the goals and character of IVCC with global appeal across a broad range of audiences. The consortium partners and stakeholders warmly embraced the depth of engagement as well as the brand itself.

### Our client:



### Client benefits:

- A brand that unified consortium members through a thorough and inclusive consultative brand development process
- A brand that translates clearly on a global scale
- A brand identity that, over time, will become synonymous with the life saving work of IVCC
- Clear brand profile and guidelines that provides IVCC with the necessary discipline to ensure the brand is used consistently

### 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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### Testimonial:

"The whole process of brand development from creative conception, through to effective stakeholder engagement was thorough, professional and refreshingly enjoyable. Forepoint and Stratia together provided a robust and in-depth level of service that is often unusual to find."

*Liverpool School of Tropical Medicine*