

Brand New

There are changes ahead which will affect the way we represent the Award in pictures, words, online and in printed material. Here's a sneak preview of what's in store...

It is a tribute to the strong ethos and values of the Award that, in 2006, we saw 50th Anniversary celebrations across the UK whilst the popularity of the programme continues to grow.

The strong vision and aims outlined by HRH The Duke of Edinburgh in 1956 hold true today, and set the foundation for the Award to become the UK's leading youth charity. It offers a high quality programme of personal development for young people.

The question is how do we maintain this success whilst appealing to the very different world that the Award operates in now, in 2008... and beyond?

Every successful organisation, be it large companies such as Shell or Nike, to charities such as Shelter and Scope, have at one time or another evaluated and evolved their brand so that they continue to appeal to their core target audiences.

Since 2006 we have been undergoing a similar process of brand evaluation, starting with research, to develop the look and feel of the charity and the programme. At the same time, we have continued to maintain our strong ethos and the values that have made the Award the success it is.

We have been working with external organisations to help us look at every part of the charity and, where necessary, remodel and evolve elements. As part of this development we undertook some research with young people (both participants and non-participants) and your 'average person on the street' to find out if they had heard of The Duke of Edinburgh's Award; if they knew what the programme entailed; if they knew how to get involved and if they had taken part.

Encouraging results

Encouragingly, most people had heard of the Award. A large percentage, however, were confused about what the Award organisation actually was, or what involvement in the programme really involved. Fewer still realised the sheer numbers and breadth of young people who take part.

If the Award is to continue to grow and thrive; appeal to young people of all backgrounds; attract volunteers and leaders in the future and gain support from funders and government, it is vital that we have a strong modern identity that allows us to get our key messages across instantly. It must also explain clearly to people what the programme is and the impact taking part has on young people.

These are exciting changes that will be taking place in the second half of 2008. However, one thing that will not be changing is the core structure of the programme, because why change perfection!



We have already commissioned some new photography of ten 'heroes' – young people who, between them, represent what it is to be an Award Participant and Award Holder today. These will be revealed along with the other brand developments in the Autumn. We'll be launching a new website at this time and a range of new materials (leaflets, posters and *Leaders' Handbook*) will be available from our trading company ASL (www.theaward.org/shop or asl@theaward.org).

There will of course be a fabulous revamp of your favourite magazine – *Award Journal* – so watch out for September's issue!

So keep watching this space for what is going to be a tremendously exciting year!

