

## Cancer Research UK Revitalises Its Brand to Illustrate Its Tangible Human Impact



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Cancer Research UK has refreshed its branding with the aim of highlighting the tangible impact of its work on the lives of cancer patients, rather than solely focusing on the science.

On September 1st, Cancer Research UK launched a campaign titled 'We Are'. This campaign shines a spotlight on the moments that cancer patients and former patients come together and experience the progress made by scientists in the fight against cancer. As part of this initiative, the charity updated its strapline, evolving it from 'Together we will beat cancer' to 'Together we are beating cancer'.

The charity felt their old strapline was inadvertently portraying the idea that there existed a singular "silver bullet" solution to curing cancer. However, with over 200 distinct cancer types, each cancer patient's treatment journey is nuanced and unique. As a result, the charity needed to ensure the strapline captured the diversity and individuality of each patient's treatment experience.

Philip Almond, the Executive Director of Marketing, Fundraising, and Engagement at Cancer Research UK, shared insights about their communication approach, stating, "When we talk to people, they believe the promise of cancer research and what it can do... but they want to understand the impact it is having on individuals, which they can relate to".

Cancer survival rates have doubled over the last five decades in the UK. This translates to the avoidance of a million deaths since the mid-1980s, thanks to the progress achieved in cancer research.

Therefore, it is important the campaign shines a spotlight on the significant strides made by Cancer Research scientists, including their achievements like the advancement of radiotherapy and the identification of various subtypes of breast cancer, contributing to more effective disease management.

The organisation depends on the generosity of the public to continue the pace of their vital work, therefore how the public perceives their brand is critical to whether they continue their support in the charity. The point is to demonstrate that funding cancer research isn't merely an investment in science for its own sake; it is steered by the fundamental awareness that this research has the potential to save the lives of cancer patients.

Source: [Marketing Week](#)

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