

## Case Study: Working Links, London

Working Links is a unique private/public/voluntary mix organisation delivering services to tackle social exclusion and poverty. Their aim is to help people not only to move away from welfare dependency through employment, but to experience sustained social mobility.

Since launch in 2000, their role has steadily developed and their many programmes have helped make a difference to thousands of people right across England, Scotland and Wales.

Their belief is that work is the best route out of poverty, and they have changed the lives of more than 90,000 people by helping them find work.

As a public, private and voluntary partnership, they are able to combine the expertise of all three sectors to address the real needs of communities and businesses.

From a team of 70 in 2000, they now have over 1,200 employees spread across nearly 100 offices. No longer a fledgling organisation, 2006/7 marked the year that they were first listed as a Times Top 100 UK company to work for. They also established operations in Chile.

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## Working together

RoccaCreative began its relationship with Working Links in 2003, when we were recommended to them via a mutual supplier.

Over the years the relationship has strengthened. More than just a supplier of design solutions, we became a partner and brand manager. Our understanding of the Working Links offering means our solutions are perfectly in tune with their broad target audience. Carefully crafting marketing solutions in close collaboration with their in-house marketing team, based in Sheffield, has brought many successes.

In 2007 we were asked to participate in a restructure of the organisation, which would mean a refresh of the existing brand.

## Refreshing the brand

Working Links aspirations for the future, in particular its vision to serve the broader community, including families and neighbourhoods, offenders and housing, meant a radical structure change.

In order to realign itself with new markets, the business split itself into sub-divisions. Each tackling individual social issues. Each with a different target audience.

RoccaCreative's brief was to represent these divisions while maintaining the integrity of the umbrella brand, which would remain as Working Links.

After a period of research to establish Working Links position in the marketplace and that of its competitors, we developed a multi-strand identity using colour and a simple graphic device to denote each discipline.

The existing Working Links orange was unchanged as this is key to its current identity. Instead, complimentary colours were used to denote

specific disciplines within the organisation. The colour of each division is further, subtly reflected in the photography. And the photography in turn is shot to reflect the specific target audience.

The process took approximately 6 months to design. And is being implemented across all channels, including advertising, print and new media.

## Going forward – Strengthening the brand

As brand managers, RoccaCreative continues to ensure consistency over all disciplines and media. Constantly analysing successes and improving on all areas through these successes.

[www.workinglinks.co.uk](http://www.workinglinks.co.uk)

**“The team at RoccaCreative have an excellent understanding of our business and its aspirations. Their knowledge of our sector, coupled with their flexible working style has meant a pain free delivery of our briefs. Time after time.”**

David Knowles,  
Head of Core Marketing.



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