

# ‘Its all in the name’- branding a longitudinal cohort study with young people: BRIGHTLIGHT

## BACKGROUND

A major challenge for longitudinal research is retention of participants. Retention rates can be maximised by increasing awareness of the study through high impact branding. Study names are usually generated by the research team during protocol development. However, commercial companies spend considerable time, money and effort naming and branding products. This typically involves consumers.

‘Do specialist services for teenagers and young adults add value?’ is a longitudinal study evaluating TYA cancer services. The study aims to recruit 2,000 teenagers and young adults (TYA), the primary outcomes are quality of life and patient experience. The research team proposed ‘Essence of Care’ or ‘The 2012 TYA Cancer Cohort Study’ as suitable names.

In 2011, seven out of ten young people attending the ‘Find Your Sense of Tumour’ conference said the name ‘Essence Echo’ for the proposed study newsletter was either ‘pretty awful’ or ‘not that great’.

## AIMS

To work with young people and our creative advisors to develop a high impact name and logo for the ‘2012 TYA Cancer Cohort Study’.

## PARTICIPANTS

Nine young people aged 18-26 attended a workshop based on established branding and naming methodology used by advertisers. The activities were designed to take the young people through the creative journey that many brands go through to develop appropriate names and logos.

## METHODS

Participants worked in groups of three. Six activities were carried out during the workshop: ‘what’s in a brand’, ‘brand transformation’, ‘brand personality’, ‘what’s in a name’, ‘thought shower of names’ and creation of mood boards. The results of 5 exercises are shown below.

Following the workshop a number of logos were designed, the research team selected four logos as finalists. The final logo was voted on by workshop participants and TYA attending Find Your Sense of Tumour 2012.

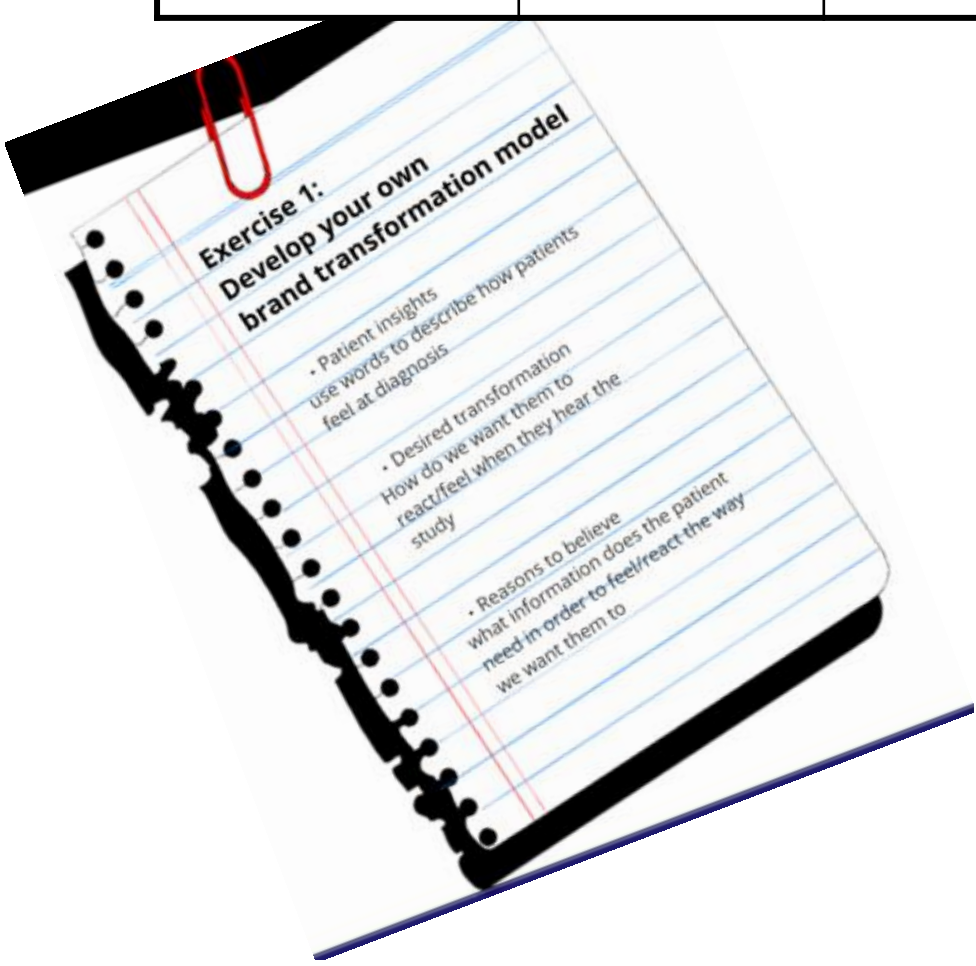
## Exercise 1: Brand transformation model

The first step in brand development is to develop the brand transformation model. We asked TYA to describe how young people would be feeling at the point of diagnosis (Table A), where we want them to be or how we want them to feel when they are approached about the study (Table B) and what they needed to know in order to get to point B, Table C.

(A) Patient insight at diagnosis (How patients feel at diagnosis)		
-Anger	-Horror	-Pressured
-Confused	-In denial	-Hurt
-Depressed	-Lonely	-Relieved (answer)
-Frustrated	-Lost	-Scared
-Hope	-Not interested (in study)	-Shocked
		-Unlucky



(B) Desired transformation (How we want patients to feel when they hear about the study)		
-‘Want to be part of this’ -Feel like their views are important -Feel wanted: take part in national study	-Hope -Interested -Intrigued -I can make a difference -Feeling safe -(details are confidential) -Part of future	-Positive -Secure (non isolated) -To be driven -To get involved -Want to be part of it-want to make a difference



(C) Reasons to believe What young people need to know in order to get from A to B		
-Aims and objectives of study -Approachable -Communication -Getting answers -Groovy updates -Hope	-Inclusive -Info about survival -Inspired -Meet people like you -Not be alone -Notice boards	-Persuasive -Point of contact -Regular Newsletter -Simple -Something to look forward to -Survival -User friendly

## Exercise 2: Identify the personality of the study



Young people were shown collages of shoes, cars and boats and asked to identify which item on each collage best represented the study and why. This exercise determines the values of the study and how it will be perceived (see abstract book for full results).

The brand essence/personality of the study is friendly, supportive and inspiring.

## Exercises 3 and 4: What’s in a name?/thought shower

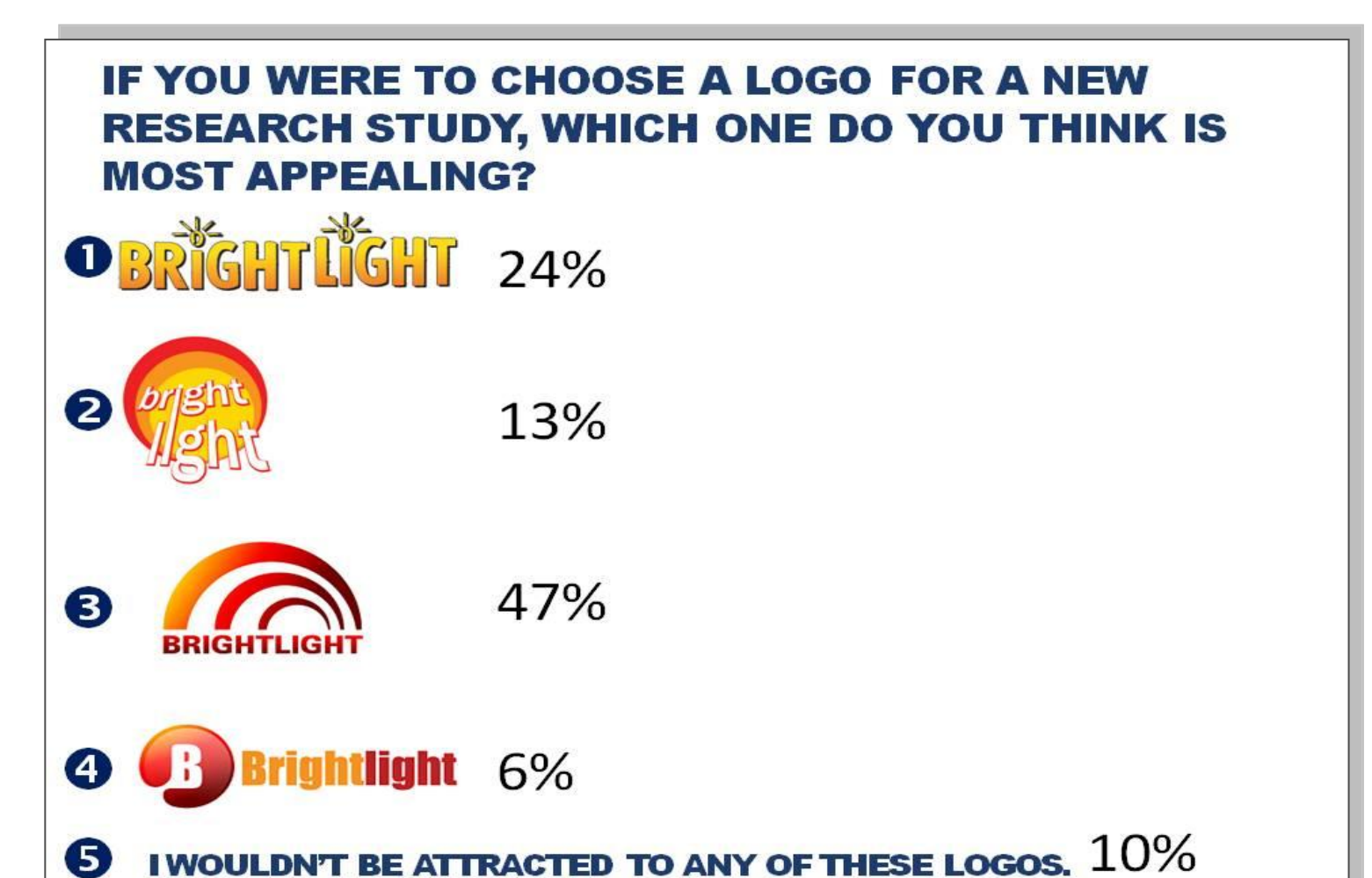
Young people were asked to think of suitable names for the study taking into account the brand essence from exercise 2 and the reasons to believe in exercise 1. A total of 29 names were proposed, young people voted on their favourite two. Five names made it to the final selection list in Table D below. BRIGHTLIGHT was chosen as the final study name.

Table D: The five final names

Name	Reason
BRIGHTLIGHT	Light at the end of the tunnel, study leading the way for other young people.
DROP	Each patient represents a drop of water, lots of drops make a ripple which in turn make waves of change
PICS	Powerful Innovate Cancer Study
LILAC	Living in light accommodating cancer
PYST	Powerful Youth Study

## Exercise 5: Logo design and voting

During the workshop participants made mood boards on which to base logo design. The creative team and the researchers selected four logos and participants of the workshop and Find Your Sense of Tumour 2012 voted on the most appealing logo (results right).



## CONCLUSIONS

Involving young people in branding a study is a feasible option in a strategy to maximise recruitment

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