



# CASE STUDY: Revitalizing Fight Colorectal Cancer's Brand and Digital Presence

## CHALLENGE

Fight Colorectal Cancer (Fight CRC) faced two critical challenges:

- **Brand Differentiation:** Its visual brand was often confused with that of a competing organization, making it essential to create a distinctive identity that still resonated with its community of patients, families, clinicians, and researchers.
- **Outdated Website:** The existing website was difficult to navigate and lacked critical functionality, making it difficult for users to find patient resources and advocacy tools.

## THE PLAN

- **Brand & Website Redesign:** Overhauled the visual brand to create a unique identity while preserving connections with Fight CRC's advocates. Redesigned the website to feature a user-friendly Patient Resource Center and Advocacy Action Center aligned with the new brand.
- **Internal Communications:** Secured buy-in from advocates through ongoing engagement and presentations about the importance of the rebrand, ensuring alignment and enthusiasm across stakeholders.
- **Advocate-Led Launch:** Rolled out the new brand and website with an advocate-driven social media campaign, leveraging the passion of the Fight CRC community to amplify the launch and drive engagement.
- **Digital Strategy:** Boosted visibility through Google Ads targeting colonoscopy prep and patient support topics alongside a long-tail SEO blog strategy to enhance search rankings.



## RESULTS

- **Advocates enthusiastically embraced the new brand,** becoming ambassadors who amplified its reach through social media and grassroots advocacy efforts.
- **Website's new Action Center significantly improved user engagement,** driving more visitors to take action on policy issues and participate in grassroots advocacy campaigns.
- **Fight CRC saw an increase** in email subscribers of 25% and website traffic of 26%.
- **Redesigned *Beyond Blue* Magazine earned the 2020 Aster Gold** and GDUSA Health & Wellness Awards.