

## The Stroke Association

### Empowering local service co-ordinators to create their own marketing materials

#### The Challenge

The Stroke Association provide around 300 local services under its Life After Stroke brand. Each is unique, services offered are determined at a local level, and change to reflect demand and the funding partner's priorities.

Before launching the Life After Stroke brand, local service co-ordinators would produce their own materials. Jo Fisher, Senior Marketing Officer at The Stroke Association, explains, "Co-ordinators need leaflets and posters to promote their services. Generic materials aren't specific enough, external designers are too expensive, and our central marketing team doesn't have the resources to design individual items for each service."

"Therefore local co-ordinators were creating their own leaflets and posters. This was time-consuming, the finished materials looked home-made, and were completely off-brand".

#### The Solution

Jo continues, "We created some templates for uploading to our Prinkk design & print website. Now, local co-ordinators log-in, choose a template, then edit the content in the Prinkk editing interface. They can also select images from an asset library. We ensure their finished design looks professional and complies with our brand by restricting them to house fonts, house colours, and locking the position of certain fields."

"They can save their design for future editing, and/or print proof copies to show other staff. They can order printed copies through the software, or print in-house, or save their file as a jpg for emailing. As a double-check, my team get to see all designs before they go to print, and can request alterations to make sure all items are on-brand."

Sarah Clay, Assistant Regional Manager at The Stroke Association's North West region said, "Up until our Prinkk site was launched, we designed leaflets for our various services in-house, typically using a mixture of Word and Publisher. Using the Prinkk templates has saved us many hours, and the finished leaflets are so much more professional than we were able to create before."

The Prinkk editing software is now also used by other departments at The Stroke Association, for creating local newsletters and fundraising posters. Templates for recruitment ads and web banners are expected to be added soon.

#### The Benefits

- All materials now look professional and are on-brand.
- Local staff are empowered to produce what they need, when they need it.
- Staff who work from home can create and order materials, without needing to install any software.
- Savings of £30,000 a year against using external designers.
- Has freed up the marketing department to concentrate on core activities.

#### Case Study

##### Client

The Stroke Association

##### Profile

The UK's leading charity concerned with combating stroke in people of all ages. Based in London, supported by a network of 12 regional and country offices.

"Through our Prinkk-based site, local staff can create their own professional, correctly branded, marketing materials in just a few minutes."

Jo Fisher,  
Senior Marketing Officer,  
The Stroke Association