

## RSPB



Formed back in the Victorian era, the RSPB speaks out for birds and wildlife, tackling the problems that threaten their environment.

They are the largest wildlife conservation organisation in Europe with over one million members. Their work is focussed on the species and habitats that are in the greatest danger.

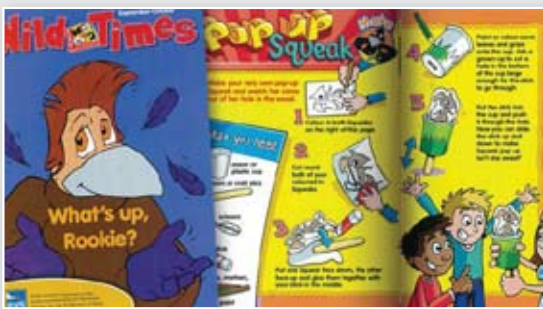
Their work is driven by the passionate belief that:

- Birds and wildlife enrich people's lives
- The health of bird populations is indicative of the health of the planet, on which the future of the human race depends

- We all have a responsibility to protect wildlife

The RSPB have more than one million members, over 13,500 volunteers, 1,300 staff, more than 200 nature reserves, 10 regional offices, four country offices... and one vision - to work for a better environment rich in birds and wildlife.

ETT Brand Delivery worked with the RSPB on a number of projects to help deliver their brand message to the under 11 age group working principally producing 'Wild Times', a bi-monthly comic journal as well as producing a number of sub-brands to support different work streams.



Wild Times designed and produced by ETT Brand Delivery.



Editions were meticulously planned in a classic comic-book style.



Features are designed to be educational and fun!



Lots of fun things to make and do!



Strips were roughed out at early planning stages.



Colour illustrations were then produced before being worked up into the finished strip.

# case study RSPB



It was important to establish an accessible style on all material.



A new sub-brand was created for the Wildlife Explorer's Club.



Favourite characters were used to personalise features.



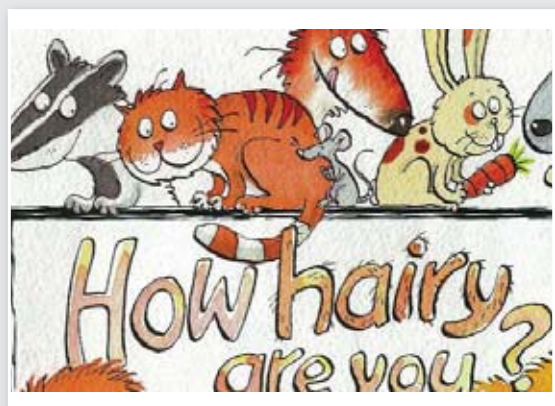
It was widely recognised that the target audience used the web frequently so it was crucial to engage them properly.



Photo-shoots were used to road-test 'make and do' projects.



Roughing out the title header for a fun feature!



Beautiful illustrations became the hallmark of Wild Times.

**ettbranddelivery**

Norwich. London. Nottingham.

Head Office: 17-23 Ber Street . Norwich . Norfolk NR1 3EU | T: 01603 663086

More case studies available at: [www.ett.co.uk](http://www.ett.co.uk)

ett group companies include:

**affinitynewmedia**  
**affinityi-marketing**