



Does farming have to be a dirty business?

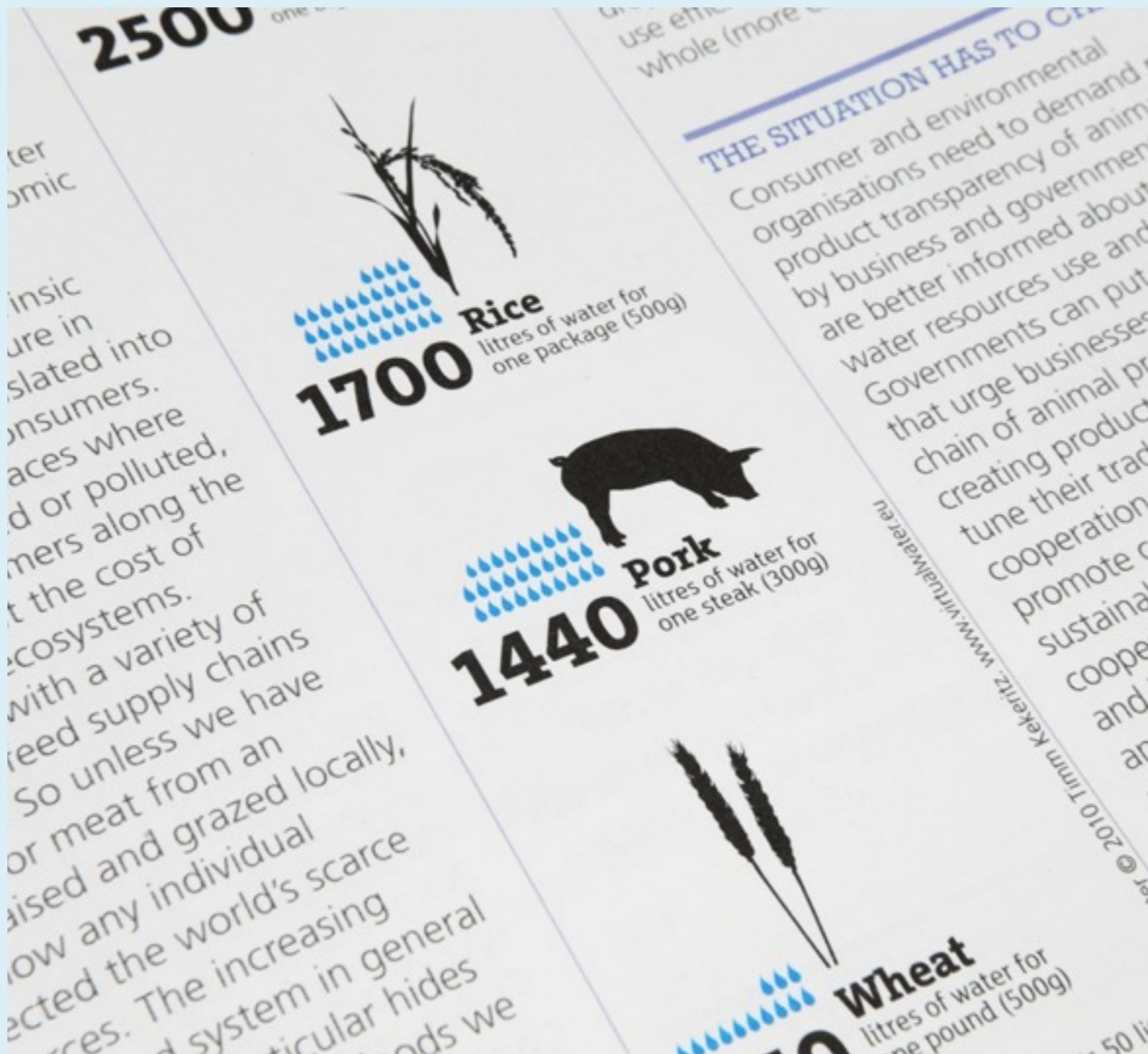
Not if we can help it.

THE STORY

Compassion in World Farming (CIWF) is an animal welfare charity with a unique focus. They believe that cruel factory farming practices – the biggest cause of animal suffering on the planet – must end. And they think that this vision deserves a strong and distinctive voice, not least in their supporter magazine, Farm Animal Voice (FAV).

Supporter magazines are essential for keeping followers up-to-date on current issues and how their money's being spent. CIWF wanted theirs to be a coffee-table-worthy publication capable of showcasing their work whilst empowering readers to become compassionate consumers.





THE SOLUTION

A successful magazine is one that's tailored to its audience, so we started by analysing the target market and then restyling the publication based on our findings – all the way from colouring to typography.

This meant developing a set of interchangeable templates for consistency across editions. A palette of bright, inspiring colours and a contemporary font was added, along with supporter-supplied imagery to help engage the public.

We improved signposting on the front cover and created a hierarchy for titles, quotes, captions and copy to ensure that what they found was well organised. And finally, a set of information points and clear calls to action were included in each section – helping to galvanise support and illuminate the great work CIWF carries out.

Some food for thought...

THE IMPACT

The two new-look issues in 2011 have seen a 26% increase in supporter response compared to the average response rate enjoyed by the previous design. Which hopefully means CIWF are gradually moving closer to their vision of a food system that is truly kind, caring and honest. And a world where farm animals are treated with the compassion and respect they deserve.

