

Case Study

**Making the fight
visible:**

**A bold rebrand for
Parkinson's advocacy
and support**



benefolk

The organisation

Founded in 1980, Fight Parkinson's (formerly Parkinson's Victoria) is a not-for-profit organisation improving the quality of life for people living with Parkinson's and Atypical Parkinson's across Victoria.

- The organisation provides evidence-based education, peer support services, and advocacy, underpinned by a multidisciplinary healthcare model recognised as global best practice.
- Based in Victoria with with the development of some national services, Fight Parkinson's also funds and partners in research initiatives aimed at improving therapies, treatments and ultimately finding a cure.



The challenge



IN THIS TOGETHER
parkinson's
VICTORIA

Over decades, Fight Parkinson's has built deep trust within the Parkinson's community. However, the brand was no longer fit for purpose.

It was actively holding back growth and impact due to:

- Confusion in the marketplace caused by legacy branding shared with other state and national entities
- A fractured brand architecture with inconsistent visual identity and sub-brands
- Loss of profile and funding opportunities due to brand misattribution
- Challenges to scale, despite growing demand for online programs and advocacy
Missed opportunities for media, subscriber donor and sector influence at the state and federal levels

A new brand was needed - one that could emotionally connect with stakeholders, reflect the organisation's bold vision, and unify its people, programs and platforms.

The project

- Brand strategy development involving team-wide workshops and stakeholder validation
 - Defined a unifying brand proposition that connected emotional resonance with a strong call to action
 - Created a new name - Fight Parkinson's - a bold move that sparked curiosity, clarity, and community momentum
 - Crafted a masterbrand and identity system to unify all services, programs and sub-brands
 - Developed a distinctive visual identity and language system that signals urgency, hope and credibility
 - Designed an implementation roadmap including digital transformation and a new website
- Equipped internal teams with tools, confidence and clarity to express the brand consistently and with pride.



The impact (4 Years on)

- **A brand that resonates.** Stakeholders now repeat the brand language back to the organisation—it's become a rallying cry, a source of pride, and a call to collective action.
- **15% increase in subscriptions.** Clearer messaging, visual coherence and renewed brand energy drove stronger community engagement.
- **Internal clarity and cohesion.** The brand has united the team behind a shared purpose—"it's penetrated who we are, what we do and how we do it."



“The work delivered has been of an exceptional standard, consistently going above and beyond expectations.”

—Emma Collin, Chief Executive Officer

The impact (4 years on)

- **Sector recognition and collaboration.**

The organisation has reignited partnerships with peer organisations, submitted joint grant applications, and advanced shared national advocacy efforts.

- **Global strategic relevance.**

Fight Parkinson's has earned a seat at international tables, joining cross-sector collaborations and raising its influence beyond Australia.

- **A strong foundation for future growth.**

With a more distinct, future-facing brand, Fight Parkinson's is better positioned to lead national conversations, grow its impact, and realise its vision of a better life—and a cure—for everyone living with Parkinson's.

