

CLIENT CASE STUDY
THINKWISE / ICC
GLOBAL.

THINKWISE / INTERNATIONAL CRICKET COUNCIL

BRAND STRATEGY, BRAND CREATION AND ENVIRONMENTAL BRANDING

THINKWISE

OVERVIEW

The International Cricket Council are the international governing body for cricket. THINK WISE, is a global AIDS initiative that was established to use the power of cricket to help tackle key issues around HIV and AIDS. A lack of education and awareness about HIV, as well as the potential stigma and discrimination associated with HIV and AIDS can lead to increased vulnerability to HIV infection. The ICC has been working with its partners, UNAIDS, UNICEF and the Global Media AIDS Initiative (GMAI) over a number of years to help tackle these issues and encourage healthy decision making by children and young adults.

CHALLENGE

Breathe were commissioned by the International Cricket Council (ICC), to develop a top-line strategy, naming and brand identity programme for THINK WISE – a global partnership initiative between the International Cricket Council (ICC), UNAIDS, UNICEF and the Global Media AIDS Initiative (GMAI).

SOLUTION

The initiative utilises the role that sport plays in helping to bring people together to tackle key issues and encourage social change. The identity cleverly integrates the HIV acronym to continually reinforce the message behind the initiative. Focusing on the objectives of the programme, to raise awareness and understanding, across a diverse global audience, Breathe developed a simple and engaging, instantly recognisable visual language – capturing the very essence of the brand.

THINK WISE was launched at this year's ICC World Twenty20 cricket tournament in London, with 2009 also marking ICC's Centenary.





SAFE PLAY MEANS STAYING IN THE GAME
SAFE SEX MEANS STAYING ALIVE
MAKE SURE YOU WIN THE GAME OF LIFE!

THINK WISE
The global cricket AIDS partnership

www.thinkwisecricket.com





CAUTION: CONTENT IS

**HOT +
STREAMY**

ALWAYS PUT
THE LID ON.

THINKWISE
The Global Cricket AIDS Partnership

PROTECT YOURSELF FROM HIV