

Neurological Commissioning Support LTD

Student Consultancy Project

The Challenge

The Neurological Commissioning Support LTD (NCS) required help rebranding and establishing a new approach to communications with the different stakeholders that are connected to neurological disorders. Directors from the NCS wanted support carrying out market research and how best to implement a new brand strategy.

The NCS

The [Neurological Commissioning Support](#) is a voluntary organisation that aims to improve neurology commissioning and thus secure better care and services for people living with a neurological condition.

The Approach

Kingston University commissioned five students from the department of Strategy, Marketing and Innovation to address the complex rebranding of NCS to a distinctive, singular and representative charity. Students, under supervision from a lead academic, carried out in depth interviews with NHS officials, people suffering and caring for those with neurological conditions as well as comprehensive research into the market. The students produced a professional consultancy report and presented their findings to the NCS.



The Solutions

The main outcome from the students' consultancy work was that the NCS needed to adapt from a website that did not differentiate between different consumer segments, to one that could communicate to the multiple target audiences that are affected by neurological conditions. The website was overhauled to create a more modern, welcoming and accessible home page for the NCS. The main architectural change to the website was to create different tabs for the different stakeholders that varied in tone and content depending on who it was aimed towards.

The Outcomes

The NCS is still using the brand architecture outlined by the Kingston University students in their consultancy report and presentation. The students involved received some excellent experience and invaluable credentials for their CVs.