

# Stop MS Appeal

## Campaign brand book



Everything you need to know about the public launch of the Stop MS Appeal - from the stories to the key messages and lots in between.



Charlotte

## And so it begins

After four and a half years as a discreet research fundraising appeal, our Stop MS Appeal goes live to the public on 8 October 2019.

For roughly twelve weeks we will be promoting content across:

- ▶ TV and cinema
- ▶ UK wide press
- ▶ Digital and print marketing
- ▶ The Telegraph newspaper partnership (print and digital)
- ▶ Our own social media channels, website and email
- ▶ Lots of other opportunities! Speak to Brand or Digital and Content for more info.

## A taste of what's to come

Our campaign features six people living with MS and two family members.

You'll find **Charlotte**, **Alastair**, **Jacqueline and her son Ed**, **Nikki**, **Glyn and his husband Mark**, and **Donna** in this document.

Their photos and a snippet of their personal story are featured in our print and digital advertising. We'll tell their wider stories on our own channels.

We also have a 'Hero' film where Jacqueline, Nikki, Donna and Glyn sing a version of "Don't Stop" by Fleetwood Mac. If you would like to use imagery from the ads or film, please contact [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk).

Alastair



## Other Stop MS Appeal content

We have lots of other content available, to help us answer five key questions:

- ▶ Who are the MS Society?
- ▶ What is MS?
- ▶ Why are we stopping MS?
- ▶ What is the Stop MS Appeal?
- ▶ How will we stop MS?

We've got new webpages, films, blogs, graphics and more. Speak to the Brand Team if you'd like to see some examples.

## Writing about the Stop MS Appeal

**Style guide:**

When we write 'the Stop MS Appeal' or 'the Appeal' we always use capitals. For example: Our Stop MS Appeal needs to raise £100 million.

If we're talking about general appeals we use lower case. For example: We're launching our biggest fundraising appeal ever.

When we talk about 'stopping MS' as an action we don't use a capital S. For example: We believe we can stop MS.



Ed

Jacqueline

**Key messages:**

Over 100,000 people live with multiple sclerosis (MS) in the UK.

MS damages nerves in your body and makes it harder to do everyday things, like walk, talk, eat and think.

It's relentless, painful, and disabling.

Research has got us to a critical point, and we must act now.

Our Stop MS Appeal needs to raise £100 million to find treatments for everyone with MS. We can see a future where nobody needs to worry about MS getting worse.

**We believe we can stop MS, and you can help.**

## The Stop MS Appeal ident and lock-up

Below is the Stop MS ident. We call it an 'ident' or a 'badge' so it doesn't get confused with our MS Society logo.



We try to use the ident next to our logo unless space is limited. This is why we have a logo 'lock-up'.



Both the ident and the logo lock-up are available in all white and orange and white. If you would like to use the ident or lock-up, contact the Brand Team.

[brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk)



Nikki

## Team Stop MS

Team Stop MS is the 'get involved' aspect of the Stop MS Appeal. It aims to inspire and mobilise our community to feel as though they are part of a broader movement of people.

When we're on social media we call it **#TeamStopMS**.

### How we talk about Team Stop MS:

MS research is ready and so are we. We're in the best place we've ever been to find life-changing treatments for everyone with MS. Our Stop MS Appeal need to raise £100 million, because by 2025, we want to be in the final stages of testing treatments for everyone with MS.

But we can only do this together. Are you up for joining Team Stop MS?

Could you:

- ▶ Paint your social media 'Stop MS'?
- ▶ Donate time, money, energy?
- ▶ Bake, walk, ride, zip-slide for MS?
- ▶ Share your story, share someone else's story, tell someone you're there for them?
- ▶ Come up with all the amazing things we haven't thought of?



**Team Stop MS** is for anyone and everyone.

We'll share a link to this area of the MS Society website as soon as it's live on 8 October.

**Stay tuned.**



Donna

**If you have any questions...**

Contact: [brandcentre@mssociety.org.uk](mailto:brandcentre@mssociety.org.uk)