



# Case Study: Live Lighter Sheffield

## The Challenge.

Communities in poorer wards of Sheffield live shorter lives and have worse health than those in more affluent areas of the city. In Netherthorpe, for example, male life expectancy is 73 years – significantly lower than the Sheffield average.

Against the backdrop of rising obesity and poor health education, Live Lighter Sheffield was born with a promise to enable these poorer communities of Sheffield to live successful and healthy lives.

To have real cut through and resonate with a vast audience, Lead Talent worked with the Live Lighter Sheffield team to create a vibrant, motivating brand and launch a platform to encourage all within Sheffield to make the change and start their journey for a healthier life.

## LT Solution.

### The Foundation

The Lead Talent team believe in starting a project from a position of knowledge before assumption. For that reason, when we first met with Live Lighter Sheffield we undertook a deep dive discovery into the marketplace and their key competitor set so we could fully understand the field of play. Following this process, we fed back to the senior team with our recommendations on how we should move forward with building a brand and developing a compelling website presence.

### Building the Brand

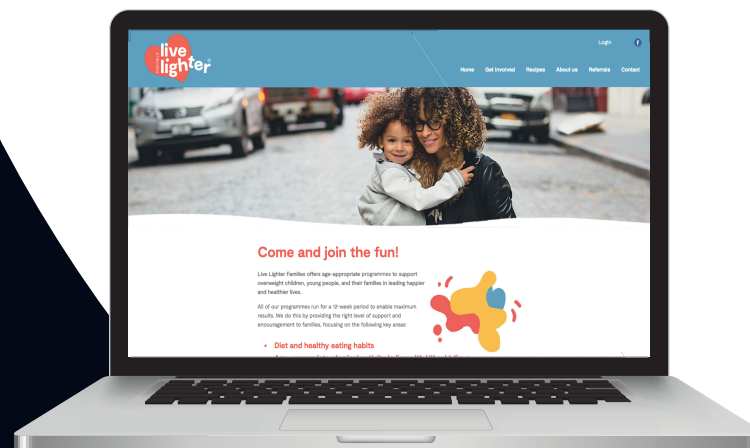
It was crucial the brand identity resonated with all ages, gender's and abilities and that it portrayed energy and fun. With this in mind we defined the brand look and feel and tone of voice, delivering an identity that was uplifting and a brand marque the client could promote through the city of Sheffield. We also developed a full set of Brand Guidelines detailing how the brand should be brought to life across print and digital and defined a modern and diverse image style.

### Go Live

With the Brand Guidelines in place, the final task was to design and build an engaging online platform with a community feel. The website acts as a real hub for the city of Sheffield providing expert advice, health tools and a referral section. Live Lighter Sheffield are delighted with the end result and has appointed Lead Talent to complete a second phase of the project.



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We are delighted with the new Live Lighter Sheffield brand, bringing our new initiative for the community of Sheffield to life. We were excited to work with Lead Talent again – they proactively understood the challenge and audience, to design and deliver a brand identity that resonated with all ages, gender's and abilities as well as delivering an engaging, fresh online platform for the community. Importantly their delivery met and surpassed their promise. They are a real pleasure to work with.

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**Get in touch!**

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