

**CoppaFeel! unveils bold new brand identity to reach a new generation with their  
chest checking message  
PRESS RELEASE**

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CoppaFeel!, the UK's only breast cancer awareness charity for young people, proudly announces the launch of its new brand identity, marking a significant milestone in its mission to ensure all breast cancers in young people are diagnosed early and accurately. Founded in 2009 by Kris Hallenga following her own terminal diagnosis at the age of 23, CoppaFeel! has been at the forefront of challenging perceptions and promoting regular chest checking.

Grounded in audience insight, CoppaFeel! recognised the need to evolve and future proof their branding to help them reach and engage more young people. Working with youth specialist agency Livity, CoppaFeel! were able to undertake a unique co-creation process involving groups of young people across the UK. The young people aged between 18-24yrs provided invaluable insight and offered an opportunity for CoppaFeel! to test creative concepts at each stage of the process with their core target audience. Collaborating with young people was a critical part of the process to ensure the brand remains relevant, representative and inclusive of the audiences CoppaFeel! serves.

The updated CoppaFeel! brand identity includes a refreshed logo, colour palette, strapline and a dynamic visual language that captures the energy and spirit of its diverse community. It both encapsulates the strong brand heritage and reflects the charity's evolution while staying true to its core mission of promoting early detection of breast cancer.

Central to the rebranding initiative is a suite of vibrant photography assets featuring an incredible cast of individuals from the CoppaFeel! community and beyond. These visuals will serve as powerful tools across all touchpoints, reinforcing CoppaFeel!'s inclusive ethos encouraging all young people to check their chests.

The unveiling of the refreshed brand identity marks a new chapter in CoppaFeel!'s journey, reinforcing its importance as the only breast cancer awareness charity for young people in the UK. With this new look, CoppaFeel! is more focused than ever on spreading their life saving message.

People of all genders can be diagnosed with breast cancer. While women are more likely to be affected by breast cancer, roughly 400 men are diagnosed with breast cancer every year in the UK, and trans\* and non-binary people have been reported to experience a higher incidence of late-stage diagnosis due to healthcare inequities. CoppaFeel!'s job is to ensure that everyone with breast tissue has the knowledge they need to check their chests regularly.

*'The brand refresh marks an exciting evolution for CoppaFeel!. The co-creation process with young people helped us develop a refreshed look and feel informed by insights from our target audience. It was important that we retained the original CoppaFeel! spirit, while giving our creative assets a new lease of life. The project is reflective of our commitment to reach younger audiences, with a brand*

*that feels representative and inclusive of communities across the UK. We are thrilled to launch it into the world to help us deliver our lifesaving message'.*

**Martine O'Donnell, Marketing Director, CoppaFeel!**

*'Our aim was to craft an identity that acts as an immediate reminder for audiences to self-check. Through a distinctive, tactile, squishy logo, we sought to imbue the branding with the spirit of CoppaFeel!, effectively conveying its message through a visual metaphor, that feels both unique and unmistakably associated with breast cancer awareness.'*

**Lucy Grimes, Lead Designer, Livity**

*'Working with CoppaFeel! has been a dream for us at Livity. We truly believe in their mission as a brand, and it's been a privilege to evolve their brand identity to maintain relevance for the next generation.'*

**Rachael Kendrick, Creative Director, Livity**

For more information about CoppaFeel! and its initiatives, visit <https://coppafeel.org/>.

#### **About CoppaFeel!:**

CoppaFeel! are the UK's only youth focused breast cancer awareness charity and we're on a mission to get every young person checking their chest. We want all young people to know the signs of breast cancer and to go to their GP if they notice any changes to their chest. We do this because when breast cancer is diagnosed early, treatments are more effective and survival rates are higher. Early detection saves lives.

#### **About Livity:**

Livity is a youth specialist consultancy and creative studio, working hand in hand with the next generation to future proof brands. For 21 years, Livity has been working exclusively with youth audiences, so they understand not just hype behaviour and what the latest TikTok trend is, but what fundamentally matters to young people. The next generation informs, inspires and co-creates everything they do.

Purpose-led from the start, Livity harnesses the power of creativity for good and reports annually on its own social impact. Clients include Foot Locker, Google, Bumble, YouTube Speedo, YoungMinds and UK Government.

[www.livity.co.uk](http://www.livity.co.uk)

#### **CoppaFeel! Team**

Marketing Director: Martine O'Donnell

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Brand and Ambassador Manager: Poppy Brady

Content and Design Executive: Kim Yusufu

#### **Livity Team**

Creative Director: Rachael Kendrick  
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Business Director: Fiona Ghobrial  
Snr Account Director: Zerrin Oteng  
Head of Strategy: Gorgia Brewer  
Lead Researcher: Sheyi Ogunshakin  
Logo Design by Tina Smith ([www.tinasmithdesign.com](http://www.tinasmithdesign.com))

### **Photography Production Credits**

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