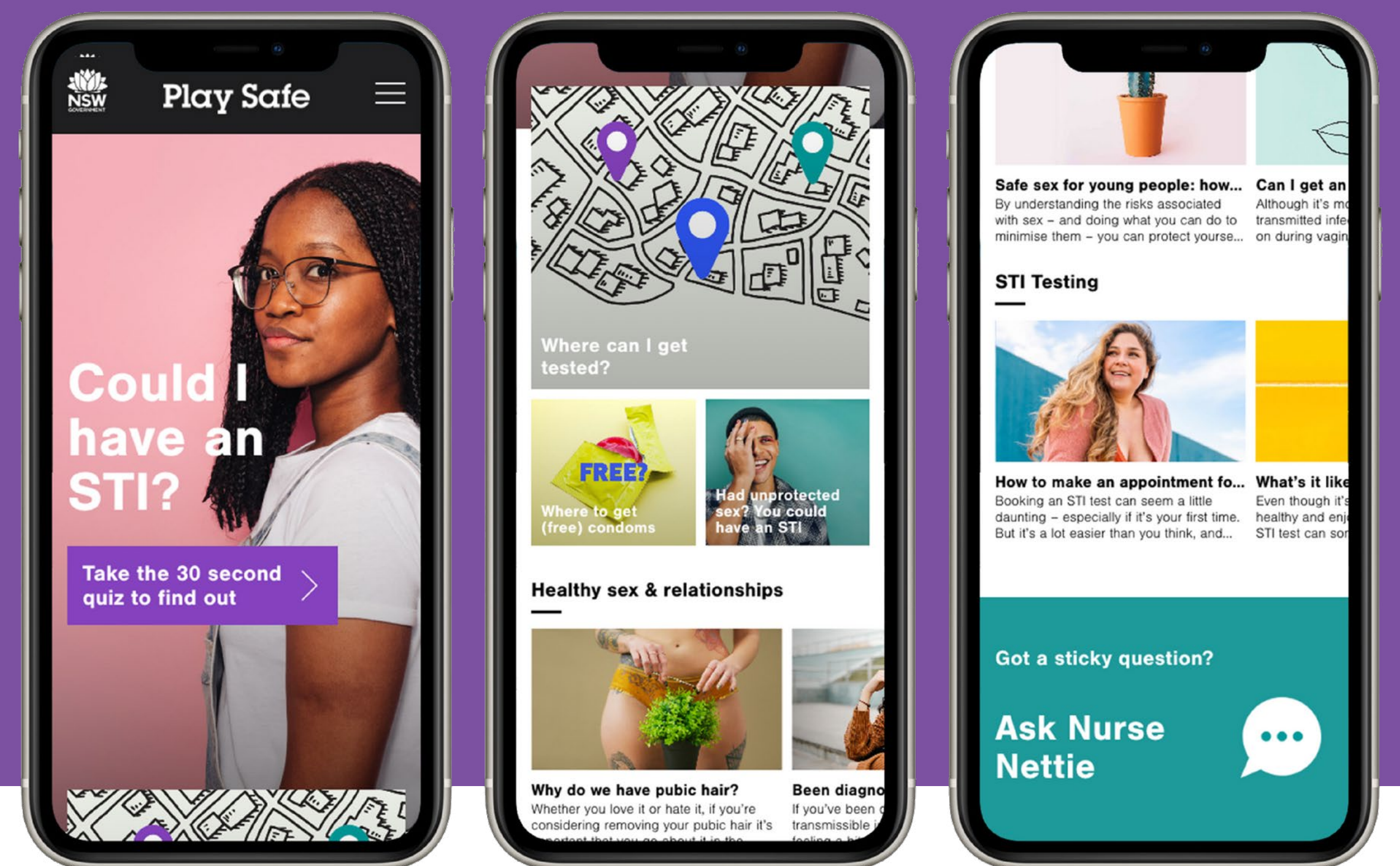


How to stay relevant:

Rebranding the Play Safe program

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The new and improved Play Safe website.

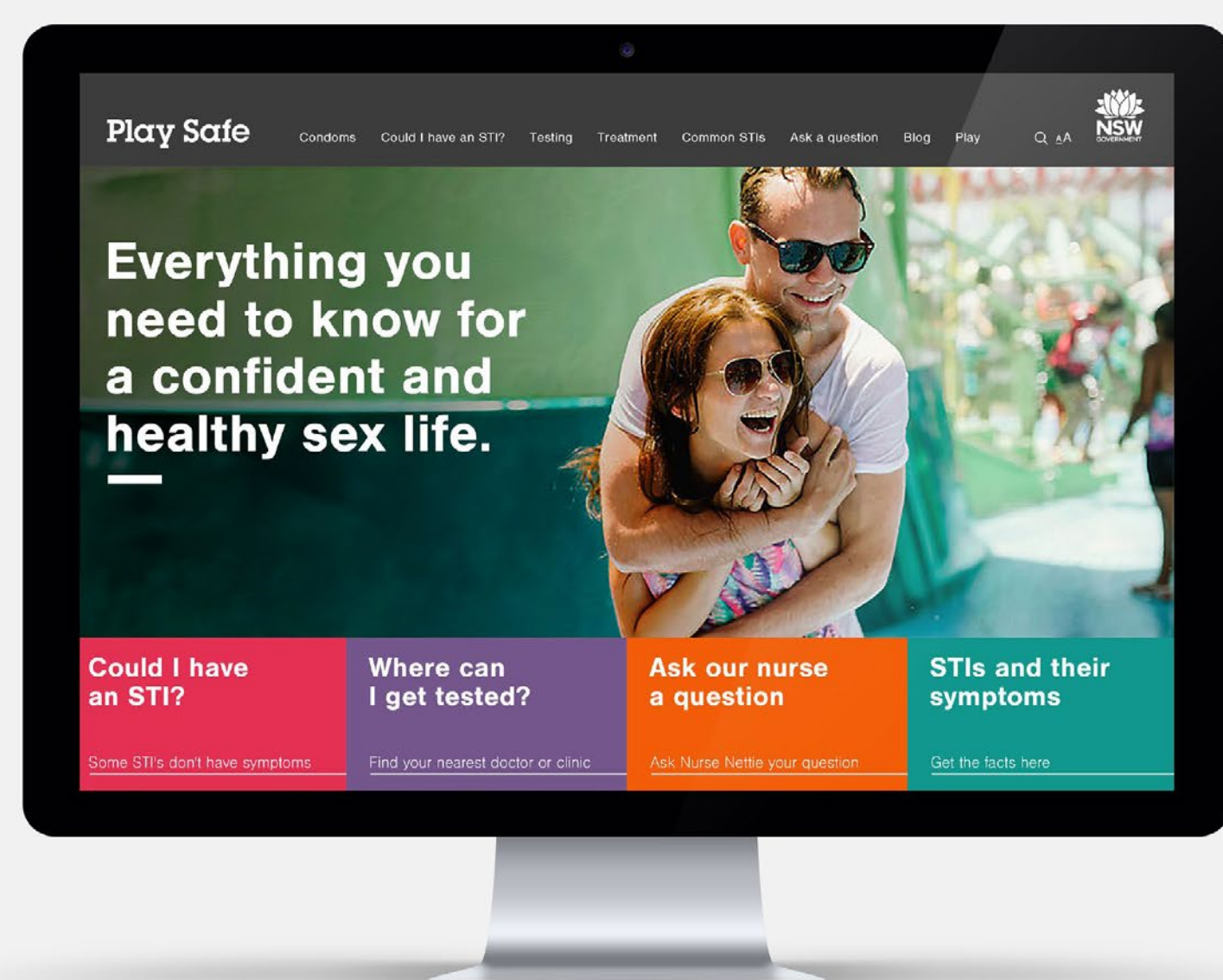
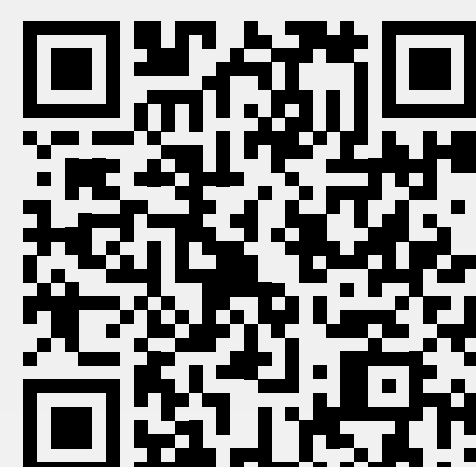
The history of Play Safe

First launched in 2009, Play Safe delivers safe sex and STI prevention messaging to young people aged 15-29 across NSW, primarily through digital channels.

Over the last 14 years, the Play Safe brand has undergone a number of changes in order to remain relevant and effectively engage the target audience.

Brand plays an important role in the success of any consumer-facing project and Play Safe's ongoing commitment to providing audiences with the best possible user experience has been critical to the long-term success of Play Safe.

Scan the QR code to view the evolution of the Play Safe brand.



Previous Play Safe branding

Everything Sex Tested B...
Birth Control Love Anus G...
Chlamydia Lesbian Vulva

Why we needed to rebrand

Using Google Analytics, we observed a steady decline in key website metrics, over a twelve month period, indicating that something needed to change.

Data from our annual user survey reinforced this, with audiences reporting that Play Safe felt "cringey", "out of touch" and "really old".

We needed a new strategy to engage Gen Z and bring new life to a program with a rich history in the sector. It was time to rebrand.

Wondering if you need to rebrand?

Using Google Analytics to compare your bounce and conversion rates over the last 12 months. If there's a significant downwards trend, it may be time to switch up your strategy.

Rebranding Play Safe

Want to rebrand but not sure where to start? Here are some of the key actions we took as part of the 2023 Play Safe rebrand project.

Reviewed website user behaviour and engagement data

Identified brand values to inform the new look and feel

Set clear goals around what we wanted the rebrand to achieve

Consulted our target audience to find out what they wanted and needed

Engaged a creative brand agency to develop a brand concept

Carried out brand concept focus testing with our target audience

Ran website user testing sessions with target audience

Organised a photoshoot featuring 'real' young people (no models!)

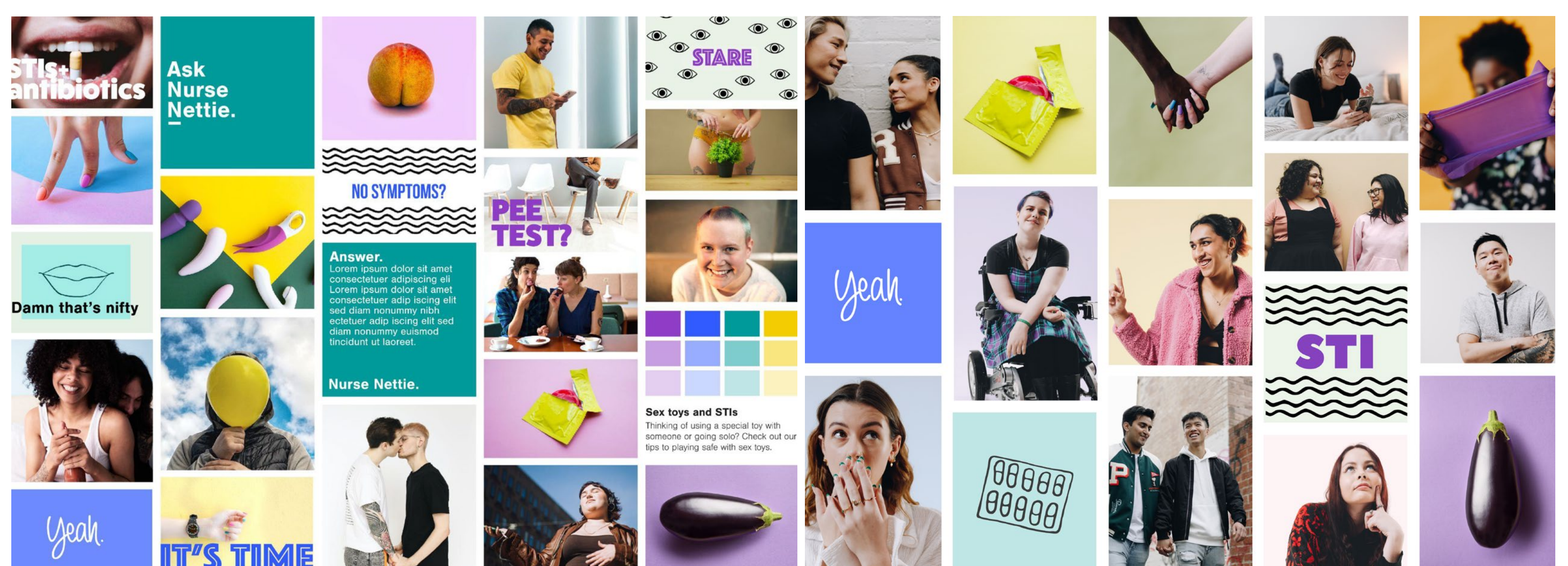
Developed brand guidelines, a tone of voice guide and a new content strategy

Refreshed the look and feel of the website and all communication materials

Rebranding is expensive, so remember that not everything needs to be done at once. We still have a number of actions on our to do list as part of this project.

Always looking for images, but don't have the budget for a photoshoot?

Check out Unsplash, Pexels and Canva Pro. Remember, if you're an NGO or health promotion organisation you qualify for a free Canva Pro subscription!



The 2023 Play Safe rebrand concept board

Results

Focus testing found that the new Play Safe brand was universally liked and felt "fun", "relevant" and trustworthy. Similarly, Play Safe's website metrics have also improved significantly.

"It's really cute! It looks like something I'd actually use. Not what I was expecting for a government website. I love how inclusive all the imagery is!"

Aimee, 19 years

161% increase in conversion rate | **27%** decrease in bounce rate | **76%** increase in time spent on website

Results show the rebrand was successful and will ensure the brand stays relevant in a crowded digital landscape. The rebrand will continue to increase the reach of Play Safe allowing the program to effectively communicate key sexual health messages to young people in NSW.