Initial Brandscape

Cake is an end of life planning application with a userbase of 40 million per annum. They offer a variety of different services depending on the user (family member, individual) including exploring mortality, health decisions, wills and estate planning, and grief and loss. Upon competing Cake's questionnaire, you are presented with a "post loss checklist".

Lantern is an online platform in the end-of-life planning industry. Their mission is to detangle the complex and emotionally charged process of end of life planning. The brand's strength lies in its accessibility, offering user-friendly online tools and resources for creating wills, advance healthcare directives, and estate planning.

Lantern addresses the emotional aspect of end-of-life planning, providing essential guidance and support to help individuals and families navigate the stress and anxiety often associated with this process. The brand's customizable services ensure that users can tailor their plans to their unique needs and circumstances.