





# IAPF

## Rebrand

### Objective

To build a new brand for IAPF capable of supporting its ambition to become 'one of the world's leading conservation organizations.

### Insight

IAPF must evolve from a militant and poaching-focused mission, to a community-led and future-focused organization to support the business's future ambitions and goals.

### Solution

By working closely on a new positioning with the founder, Damien (shown in the video on the top right), we translated the needs of the business into our three foundational tenets: a design that is built to scale, a design that is harmonious in its relationship with the earth, and a design that is future-facing.

# TEDxSydney 2013









Founded by Damien Mander, a charismatic ex special forces soldier who decided to turn away from warfare and use his military background and personal wealth to dedicate his life to the protection of animals.

Here he speaks at TEDX about the founding mission of the organization he created – the International Anti-Poaching Foundation.

Over the years the IAPF grew and evolved into an incredible organization:

- Benefitting from a captivating founder story, ex special services turned protector of animals.
- Driven by an innovative model of conservation that is proven to work at scale (creating resilient landscapes).
- Lifted to global fame off the back of the Akashingas, Africa's first all female armed anti-poaching group. (James Cameron / Nat Geo documentary)

And they had a huge ambition “Scale to one of the world's leading conservation organisations.”

However, the brand didn't support their ambition. It didn't reflect the current reality of what the organization did or capture its future strategic direction.

Amateurish. All guns and fierce expressions. More militia than an innovative and impact driven conservation organisation.

An organisation that spoke to small individual donors interested in animals, but failed to connect with the large institutional donors and organisations that were key to its growth.

Our challenge was to help them build a new brand and activate it across the mix – capable of supporting the ambition and transforming how the organization was perceived.

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