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## **BRANDOUTLOUD – EMPOWERING BY BRANDING**

BrandOutLoud is a non-profit based in the Netherlands that helps empower local aid organisations worldwide through customised branding and communications.

Established in 2007 by Judith Madigan and Mark van Luyk, the concept arose after a volunteering year in South-East Asia. While working with various aid organisations, the founders discovered just how much local NGOs could gain from professional communication.

There are many good causes in the world. Unfortunately, not nearly enough get their message across successfully. BrandOutLoud works on-site with local aid organisations that want to improve their corporate promotion, become more independent and increase their impact and appeal.

### **THE MESSAGE IS YOURS**

“Each local NGO has its own story, its own voice. This is its brand. And this is the core of our work.” states Madigan, director of BrandOutLoud.

“BrandOutLoud believes that developing a strategy and professional set of communication tools is all about identity: knowing who you are and what you stand for. A genuine, convincing and authoritative message to the world will make you recognisable and increase your impact, showing you new ways to address and attract potential sponsors and supporters.”

### **VISUALISE TO PERSUADE**

BrandOutLoud believes that powerful imagery is the key to successful communication and combines sophisticated photography, graphic design, copy and an outstanding online presence. The result is a tailor-made communications set to support the new sense of identity and to project the image desired by the aid organisation.

Interactivity and involvement during workshops and training are essential elements in developing marketing and communication strategies with an aid organisation.

With the striking, new visuals and communication skills, the organisation is able to promote itself and its goals more successfully for years to come.

### **DO IT WITH DIGNITY**

In its approach to rebranding, BrandOutLoud emphasizes the strengths, resilience, beauty and moreover the dignity of the people that the aid organisation aims to help. This in contrast to ‘shockvertising’- the use of pitiful and shocking imagery commonly applied in development aid communication, often counterproductively. BrandOutLoud portrays persons in their own environment in a respectful and hopeful manner with the conviction that people are not only victims, but also leaders of their own change.

### **PRIDE AND POTENTIAL**

Through on-site experience, BrandOutLoud has noticed that the whole process of empowerment can really improve the essence and spirit of local NGOs as well as the productivity.



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“In the beginning, we were more focused on the outcome - as in terms of visual branding and the professional communication tools. Only over the months working in close partnership did we see the change within the local NGOs themselves, becoming more proud of who they are and what they do.” Madigan explains.

With a strong identity, the right skill set and the necessary tools, an organisation will be able to promote its cause and independently raise more regional support, becoming less reliant on foreign and governmental funding. This empowerment will lead to increased awareness, improved results and sustainability.

## **BRANDOUTLOUD – REBRANDING AID ORGANISATIONS**

The need is apparent. As a result, the team has been expanded and currently counts twelve proud specialists and volunteers who actively offer their expertise to help rebrand and empower aid organisations around the world.

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