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# PRESSRELEASE

## Bideawee Adopts New Identity and Relaunches Website

*Not-for-profit animal welfare organization makes a bold and memorable statement*

New York, NY, November 19, 2007 – Raising money and awareness can be difficult when the name of a not-for-profit organization is an uncommon expression. This was the challenge for Bideawee (Scottish for “stay awhile”), one of the oldest animal welfare organizations in the country. “Bideawee has seen significant growth in new clients in the veterinary practice as well as in pet adoptions this year,” says Jane S. Englehardt, President & CEO of Bideawee.

Bideawee has cared for more than 1 million animals over the past century. It provides a wide range of services for cats and dogs, including adoption, veterinary care and retirement.

Bideawee turned to the Carbone Smolan Agency (CSA) for the rebranding that would better communicate its commitment and love of animals in a visual way across all media. A warmer, friendlier, and clearer message begins with the new brand, featuring an updated brown and magenta logo lacking hyphenation and capitalization and turning the “W” into the face of a dog or a cat. All of these changes help make the name Bideawee easier to type, pronounce, and remember. The tagline was also changed from “bring love into your home” (which only refers to pet adoption) to “for the love of pets” (which includes the whole range of services and promotes the human-animal bond).

According to Leslie Smolan, Co-founder and Chief Strategy Officer, Carbone Smolan Agency, “The new brand identity and website reflect the organization’s ideals in a revolutionary way by translating its reputation of innovative thinking, education, and respect into a bold and memorable identity that attracts people and makes a real difference in their lives and those of their future pets.”

“The warmth of the colors and the icons are distinct for our industry,” says Englehardt. “Since we are a not-for-profit, we’ve had the added challenge of rolling out our new identity gradually, over time, but the feedback from our constituents has been extremely positive – people really like our new look.”

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The relaunched website—[www.bideawee.org](http://www.bideawee.org)—with streamlined navigation and a modern design reflective of the new brand is helping to increase donations. It addresses the new way people adopt pets – by looking online first, before coming in to the Bideawee office. “The new website helps us connect emotionally online with images and photos, while allowing us to update our information, including online campaigns and time-sensitive pet health information, more frequently and with more flexibility,” says Englehardt. In addition, there are new ways to donate including giving a gift in another person’s name.

Future plans include adding video and more Web 2.0 elements to make the site more interactive, as well as adding more inventive fundraising opportunities.

“Just as smart businesses understand the power of good branding, Bideawee is a non-profit that realizes that branding is one of the most important initiatives an organization can undertake because it will affect all aspects of their success including fundraising, attracting and recruiting top talent, and streamlining operations for maximum efficiency,” Smolan adds.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie’s, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).