

Seamab

The project that grew arms & legs

StudioLR
Making the Difference

Introduction

When ex-client and good friend Julian Reeves called StudioLR, he had taken a pro-bono role at a children's charity called Seamab and was looking for some help.

We met for a chat with Julian and Seamab's inspirational Chief Executive Joanna McCreddie. When Joanna told us some of the Seamab stories we were hooked.

We composed ourselves, dried our eyes and agreed to deliver a new brand - and so the journey began...

A handwritten signature in black ink, appearing to read 'andy', with a long horizontal flourish extending to the right.

Andrew Gray

Managing Director & Founder, StudioLR

Seamab

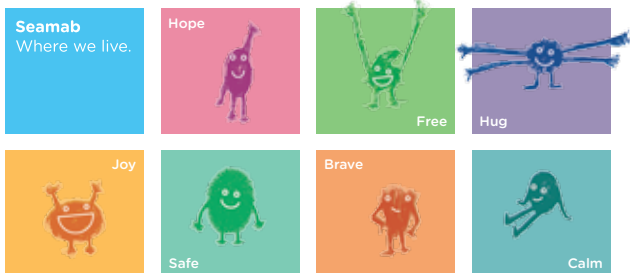
Seamab is a residential primary school offering a therapeutic and nurturing environment for children with severe social, emotional and behavioural difficulties. It provides a unique blend of care, education and therapy which is highly successful.

In the past, Seamab had difficulty connecting emotionally with potential donors and the local community. For privacy reasons they can't show the children's faces in promotional material or tell their specific stories which in turn made it difficult to engage with the outside world.

What we did

The children at Seamab take nothing for granted – not even **basic feelings** like freedom, joy and safety. We created a new brand identity for Seamab and, with a little help from the children, we developed the Sea Changers – a set of characters who give Seamab an endearing voice to tell their story. Seamab is where Hope lives, where Free lives, and as the children and staff proudly say, **where we live**.

Meet the Sea Changers...





Free has lived at Seamab since forever.

He loves climbing trees, running around and he's the most confident lad you could ever meet. Some of the kids are afraid of Free at first. They think Free could get them hurt again. They think they don't deserve to know him.

Every child deserves to know Free.

drawn by Jack,
aged 7



Seamab
Where Free lives.



knitted by Rhoda,
aged $33\frac{1}{3}$

Seamab
Where Calm lives.



Calm is an influential figure at Seamab.

Sometimes it seems like Calm is never around but when the children need him he's always there for them. A lot of our kids had never met Calm until they came to Seamab - now they're roommates, classmates and playmates.

Calm can help our children to settle down and focus on a brighter future.



Brave keeps a watchful eye over Seamab.

He always stands up for himself and everyone else and he loves to try new things. He really believes in himself and that's something that rubs off on the kids. Of course they're scared of him at first – they didn't know you were even allowed to be so confident.

Brave helps our kids to do anything they dream of.

Brave



drawn
by Beth,
aged 6

Seamab

Where Brave lives.



knitted by Tina,
aged 51

Seamab
Where Hug lives.



Hug's always around at Seamab.

He really cares and he just loves to help make the children smile. Some of the kids love Hug from day one and can barely let go of him. Others are a bit shy if they've never met anyone so caring before so we give them time to learn to trust him and learn to smile.

Hug can help our kids through
some really tough times.

...and the Unwelcome Visitors

Angry



Sad

Scared





Sad sometimes visits Seamab.

Sometimes the new children carry him in on their backs. Sometimes he sneaks in when nobody's looking.

We don't ignore Sad, but we do help the kids to say goodbye to him. Sometimes it's hard to say goodbye.

Impact

The response to the Sea Changers has been phenomenal. Their stories have reduced social workers, teachers and even accountants to tears. They've come to life in the children's drawings and paintings, while staff and friends of Seamab have knitted a whole range of toys. The kids are carrying a little laminated Calm in their pockets - as a gentle reminder.

Project Free

Project Free has been taking place every Friday, with the kids enjoying campfires, exploring the outdoors and writing stories. The Sea Changers have become a tool to help the children express their emotions and, because they helped to create them, they're really embracing them.

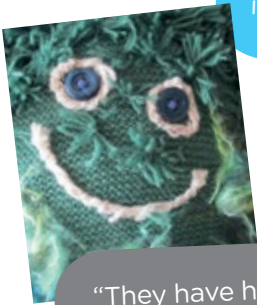
“I am still getting my head around what a wonderful piece of work you have done. Marie bounced into school this morning and said she was going to be working with ‘Joy’ all day. We are going to use some of the work in the children’s planning. So I think you can see the immediacy of the impact this is having.”

Joanna McCreddie
Chief Executive, Seamab

“The children use Free to tell stories and speak for them by holding him up in front of their faces and talking. This has helped them develop their stories about his adventures.”



Patrick Boxall
Creative Learning Tutor



“The Sea Changers bring meaning to what we all do at Seamab. They make me feel part of something that’s new and fresh and moving in a different direction.”

Tracy Doran
HR Manager, Seamab

“They have had a really positive impact on children and staff... When you talk to other organisations it’s clear the Sea Changers convey a powerful message about us.”

Dawn Ward
Head of Care, Seamab

Staff Engagement

The staff have rallied behind the new brand. Since wiping away the tears at the initial creative presentation, they've been buzzing with excitement at how they can use the Sea Changers. Their confidence and engagement levels have risen noticeably and they've had a great reminder of just how powerful the work is that they do every day. **There's a real sense of pride that the outside world can now get a glimpse of the magic of Seamab.**

Fundraising

Seamab's reinvigorated fundraising is already reaping rewards. SGN has kindly agreed to fund and build a Yurt to be used as an outdoor classroom. This is just the start of the fundraising efforts.

Awards

The project has won a coveted **D&AD Award** - awarded to the finest creative work in the world and widely recognised as the highest international creative accolade.



On top of that, it was nominated for five awards at the **Scottish Design Awards** and the **Marketing Society Scotland Star Awards**, including two Chairman's Awards.



Process

Stakeholder Workshops



Brand Strategy



Creative Brief



Design Concepts



Design Development



Implementation



How can we help you?

We founded StudioLR in 2004, with a commitment to make the world a better place. We care about how design makes people feel, we challenge convention, and we get results.

We have a world-class track record, working with clients including John Lewis, SSE, The Mary Rose and the National Trust.

If you have a business challenge that we can help with do give me a call and we'll put our best efforts into making the difference for you and your organisation.

A handwritten signature in black ink, appearing to read 'Lucy' followed by a period.

Lucy Richards

Creative Director & Founder, StudioLR

Studio**LR**

Making the Difference

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