



THE AMERICAN KIDNEY FOUNDATION WALKED TOWARDS THE FUTURE.

Rebranding efforts created a strong community movement.

CHALLENGE » Because it depends heavily on donations and volunteer participation, The American Kidney Foundation felt the need to revitalize its brand to create a stronger connection to the public.

SOLUTION » Soloflight produced marketing materials that connect both emotionally and visually to the community through clever imagery and honest, heart-felt messaging. The Steps That Count charity event was rebranded to better connect with the Walk to Help theme.

RESULTS » The American Kidney Foundation materials were such a hit with the headquarters that the new branding was rolled out to other affiliates.