

Together we will
find a cure.

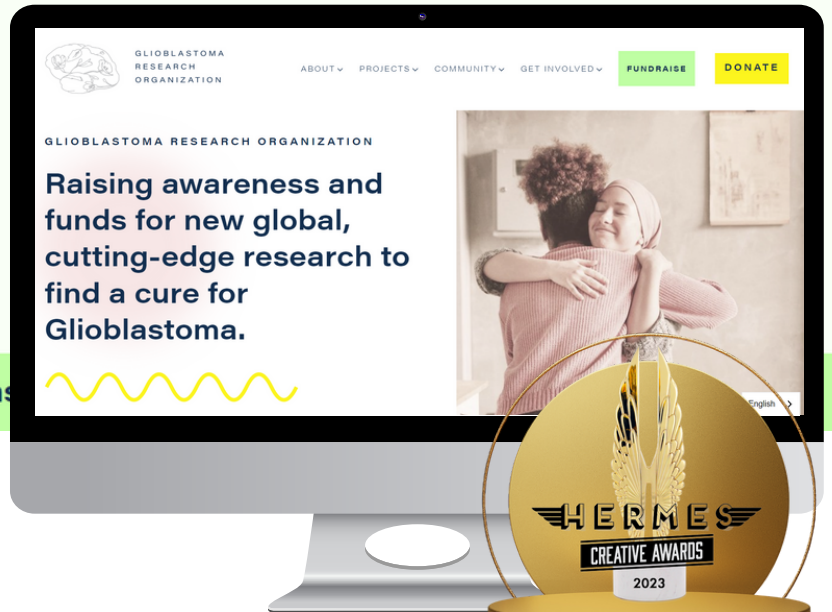


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Research and help us find a cure.

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CONTENT MARKETING CASE STUDY

Infusing Vitality Into Brain Cancer Research: Glioblastoma Research Organization Elevates Awareness and Earns Recognition Through Website Refresh



The Objectives

EvClay PR collaborated with the nonprofit leadership and a graphic design vendor to refresh the Glioblastoma Research Organization's website. The team aimed to create an online hub that is equal parts inviting and informative for the brain cancer community.

QUICK CLIENT WINS

Infuse Vitality

The organization's rebranding campaign created a welcoming hub for those navigating Glioblastoma. Whether newly diagnosed or connected to someone facing the diagnosis, the final landing pages create a user-friendly space to explore essential Glioblastoma information, along with patient and caregiver testimonials, fostering a sense of community and support to counter the isolating nature of the disease.

Continued Copy Development

The team not only drafted the website copy for the nonprofit's rebrand, but also played a leading role in rapidly developing new project copy and conceptualizing blog content as they secured research funding.



The Work

The team revamped website content, condensing high-level medical information and nonprofit projects for a clear impact. Implemented SEO strategies for page development on Figma and created engaging blog content to boost site traffic and align with the nonprofit's communications strategy.



Final Results

The client was very pleased with the website's final look. It's visually hopeful, well-organized, and now functions as the nonprofit's central communications hub. The site also earned a 2023 Gold Hermes Creative Award and its founder was recognized by Forbes 30 Under 30 for her breakthrough campaigns and research funding initiatives.



"The entire team at EvClay have been instrumental in our organizational growth. Their ideation, execution and strategy have surpassed all of our expectations."

AMBER BARBACH
Founder and Director,
Glioblastoma Research
Organization