Digital Agency Lab creates perfect chemistry with International Charity

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Hope for Children, a Hemel Hempstead based international charity, has announced a partnership with London-based digital agency Lab with the aim of helping develop the charity's online communications by devoting Lab's staff time on a series of "do-it days" throughout the year.

Lab is an award-winning digital agency committed to creating **A Better Experience** for their clients, for their users and for each other. With offices headquartered in London and Surrey, and additional offices in Croatia and South Africa, Lab specialises in digital services that include web design, digital consultancy and neuromarketing, putting human understanding and elegant communication at the heart of what they do. Lab's work with top brands, including The Guardian, Sage Pay and REED Learning has earned the agency numerous national awards and recognition as one of the top independent digital agencies in the country, including having recently been named Grand Prix winner at the 2016 RAR Digital Awards.

Work is already underway, with Lab offering their expertise on a pro-bono basis. They are currently working on the design and communications for Hope for Children's latest campaign 'The Big Playdate' activity pack designed for parents and young children to spend quality time together in a party environment.

Lab's Director, Tom Head, expressed his thoughts on the partnership, "We think that the work being done by Hope for Children is absolutely incredible and it is a cause we can't help but get behind. We have met with them, worked with them and will continue to support them for as long as we can!"

Hope for Children, founded in 1994 by Dr Bob Parsons OBE, had a vision to help needy children and families in countries across Asia, Africa and here in the UK who fell through the gaps of support by the larger charities. To this day, Hope for Children are improving children's access to education and healthcare, while empowering their families to support themselves by developing their confidence and self-esteem. Most importantly giving them hope.

With the help from Lab, Hope for Children are improving their web-site and overall digital presence so the important work they carry out for vulnerable children is made more widely known, gaining further support crucial to the charity's work.

Murielle Maupoint, Hope for Children's Chief Executive commented "our partnership with Lab is very exciting for Hope for Children and means we now have the opportunity to share our work with a greater number of people. They have already started to have a huge impact on our digital portfolio and I'm confident their continued support will have a transformational impact as we look to increase our brand awareness and attract more supporters. I am looking forward to furthering our relationship with Lab."

Media:





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Lab Digital :: Hope For Children :: Technology :: Digital :: The Big Playdate :: Neuro Marketing :: Charity :: Pro-Bono :: International Development :: Childhood ::

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