



CASE STUDY

British Heart Foundation



Sector: Not-for-profit

Streamlining reviews and strengthening brand consistency across seven teams.



BERTIE TEAGUE

Senior Brand
Guardian Executive

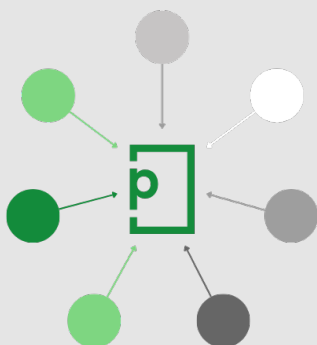
Five years in, Bertie shares how PageProof supports British Heart Foundation.

Before PageProof

A mission-critical need for accuracy and brand alignment

British Heart Foundation (BHF) produces a vast range of creative content – from national campaigns and TV commercials, to fundraising packs, health information leaflets, and retail assets. This work is produced by in-house teams, agencies, and freelancers, and reviewed across many departments, including Brand, Fundraising Compliance, Clinical, and Research.

“We’re a large and complex organisation, and our work needs to go through many different review teams.”



12 teams

Twelve review teams – from Brand and Fundraising Compliance, to Clinical and Research – must approve all content in PageProof.

Source: British Heart Foundation

Challenges to solve

Ensuring content was on-brand, accurate, and compliant – at speed

With multiple stakeholders and rigorous standards for medical accuracy, brand integrity, and fundraising compliance, BHF needed a faster, more collaborative way to manage approvals.

Each month, the Brand team alone reviews up to 250 proofs – and in 2024, over 1,500 in total. Keeping every asset consistent, compliant, and on-brand required a smarter system.

“*The introduction of PageProof has made BHF’s external communications more consistent, boosting brand recognition and trust. PageProof has been an excellent fit – giving us an efficient, collaborative online proofing platform that supports how we work.*”

250

The Brand team reviews 250 proofs in their busiest month.

Key requirements

Uploading collections

Due to the sheer volume of proofs that are uploaded for review at BHF, collections are a vital way for proof owners to group together assets from a single campaign in one place, making it easier for review teams to compare and give feedback.

1,543

Last year, the Brand team reviewed 1,543 proofs in total.

Smart compare

BHF follows a three-version review process, where version 3 is generally prepared for final approval. Side-by-side comparison is vital, and smart compare ensures feedback is followed through version to version, without guesswork. These compare tools ensure efficient review and approvals.

Approved with changes

Version 3 often comes back with only minor tweaks needed – typically small wording or spelling adjustments. The ‘approved with changes’ feature lets BHF review teams note these edits while still approving the proof, ensuring high-quality results without added admin.

“*Approved with changes is perfect for proofs with just a tweak or two – we don’t have to start over, and the result is still polished.*”

After implementing PageProof

Faster reviews, better governance, and less admin

PageProof has transformed the review and approval process at BHF – giving teams the ability to manage their own proofs while confidently gathering the feedback needed to ensure every communication is on-brand, factually accurate, and fully compliant. By centralising the entire review workflow, PageProof removes bottlenecks, improves collaboration across departments, and significantly reduces admin time for both proof owners and reviewers.

Centralized, confident approvals at scale

Real-time reporting in PageProof has been invaluable for BHF – providing visibility into peak review periods and enabling the team to respond quickly. Whether it's increasing review capacity or adjusting service level agreements (SLAs) to match demand, the insights help maintain smooth workflows and ensure teams stay on track during busy times.

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The reporting function in PageProof has been vital, enabling us to see busy proof review periods at BHF and being able to respond – such as increasing review time service level agreements (SLAs) or adding additional review support during those times.

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PageProof has empowered BHF to streamline reviews, uphold brand integrity, and simplify cross-team collaboration – proving that even the most complex approval processes can be made efficient.



Contact us