

AKIN HELPS LEADING PRE-SCHOOL TAP ON EDG TO LAUNCH GLOBAL EXPANSION PLANS

AKIN
By Teahlyan



agape
LITTLE UNI

Introduction

Agape Little Uni (ALU) is an established, homegrown pre-school centre with a unique inquiry-based pedagogy. With over 20 years of history and 12 centres islandwide, ALU was well-positioned to expand their operations overseas. They wanted to be seen as the top choice of preschool for parents, and to fly the Singapore flag high beyond our shores – but they needed our help to succeed.

Challenge

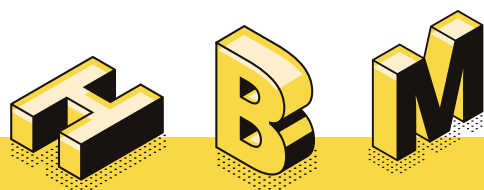
Despite its success, ALU had branding inconsistencies online and offline, hindering brand recognition. While ALU had earned credibility due to its unique inquiry-based-learning (IBL) pedagogy, it struggled to be recognised within the competitive early childhood industry. ALU's new brand needed to match its aspirations to be a future-oriented education centre with a global footprint.

Solution

With AKIN's help, ALU was able to tap on the Enterprise Development Grant (EDG) to subsidise 70% of the costs for their brand overhaul project for their expansion needs. As part of our EDG product offering, AKIN created a brand strategy using our proprietary **Human Brand Methodology (HBM)** framework.

HBM is a holistic approach that helps brands discover who they truly are.

To us, brands are just like humans – they have unique values, beliefs, personalities and voices.



ALU's brand discovery process included:

1 BRAND REVIEW

We reviewed ALU's existing brand assets, as well as its vision, mission and value statements. This allowed everyone, from the founders to the teachers, to align on the brand's new identity and what it stood for.

2 MOODBOARD RESEARCH

We studied the key design elements of ALU's competitors and juxtaposed these with words and icons associated with ALU's new value proposition. We identified specific icons, words and colours that ALU could call its own.

3 CONCEPT DEVELOPMENT

We decided on the concept of ALU as a safe haven where a child could explore the world through curious eyes. Design ideation took inspiration from this base concept.

4 ITERATION DESIGN

Based on the new brand values and story, we created a set of brand elements that embodied the brand's identity.

5 REFRESHED BRAND IDENTITY

We created a comprehensive brand guideline to ensure consistency across all ALU centres, assets and collaterals. We adapted this in different languages to facilitate smooth expansion to foreign markets. This paves the way for brand recognition and ensures that the brand stays consistent even as the business gears up for rapid expansion.

RESULTS

- 70% project cost savings
- Company-wide training
- Refreshed brand identity
- Brand launch in 2 distinct markets

“ AKIN's expertise in business management, brand marketing and growth strategies enabled the company to confidently proceed with our digital transformation and global expansion vision.

- Joyce Chan, Director, ALU



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