

EDG FUNDING HELPS LOCAL PRE-SCHOOL GO GLOBAL WITH STRATEGY OVERHAUL BY AKIN

AKIN
By Teohlyan



Introduction

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

Challenge

A good brand goes beyond a snazzy logo. While there was market demand for schools with special teaching pedagogies that fostered lifelong learning and nurtured soft skills, ALU had yet to fully occupy that unique space in the industry. ALU needed a refined brand positioning that would place them in that sweet spot and set them apart from the competition.

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. As part of our EDG product offering, **we helped ALU conduct a comprehensive brand audit as they geared up for local and overseas expansion.**

Old logo



Rebranded logo



1 COMPETITOR ANALYSIS

We spoke to consumers through different touchpoints to get a clearer understanding of their perception of ALU and the early childhood education landscape. Our market analysis identified opportunities and threats in ALU's immediate and future operating environments, both local and global.

2 BRAND POSITIONING

We identified market gaps that had not been addressed and assessed its viability. We advised ALU to own the “premium economy” space in the industry, offering high quality at just a slight premium. While ALU had all along offered affordable, quality education, this wasn't communicated explicitly. We also advised ALU to double down on its unique IBL pedagogy, to attract parents who would appreciate ALU's philosophy of nurturing curiosity.

3 BRAND STRATEGY

To fully embody its new positioning, we sharpened the brand's Unique Value Proposition, redefined the brand's key target audience and created a brand persona that articulated ALU's purpose. We created a brand playbook to help ALU boost its credibility and likeability through a new visual persona and tone of voice.

4 INTEGRATED MARKETING STRATEGY

We didn't stop there. We also created an integrated marketing strategy for ALU to capture and nurture their new target audience. We developed full content, public relations, social media, search engine optimisation, and lead acquisition strategies for the new ALU. Armed with the technical know-how, ALU was ready for full global expansion.

5 HANDOVER WORKSHOPS

Our comprehensive handover and training ensured that ALU was able to execute the plans, even without our presence. Both brand and marketing consultancy recommendations were adapted in different languages to facilitate easy and consistent expansion to foreign markets.

RESULTS

- 70% project cost savings
- Expansion-ready brand proposition
- Brand launch in 2 distinct markets
- New digitally-transformed offerings

“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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