



# Case Study: Educate Group

## Delivered:

- ✓ New Brand Identity for Educate Group and four sub business identities.
- ✓ New Educate Group Value Proposition: Unlocking Opportunity.
- ✓ Evolved Values.
- ✓ Brand Guidelines.
- ✓ Evolved Tone Of Voice.
- ✓ New Imagery.
- ✓ New Sales Collateral.
- ✓ Rebranded Office Space.
- ✓ Copywriting across all channels to bring new proposition to life in compelling way.
- ✓ New Website.
- ✓ Reskinned and Relaunched Social Channels.
- ✓ All new social content across all channels & bank of social templates.
- ✓ Brand Plan.

## The Challenge.

With a broad proposition in the education recruitment sector Educate Group owns a unique position in the marketplace.

With ambitions to spread their reach beyond their heartland of North Wales, Educate Group were looking for a Brand Partner who could not only help with redefining and communicating their values, proposition and promise but who could also re-imagine the brand, delivering impact ahead of expansion.



## LT Solution.

### The Foundation

No brand can grow without solid foundations. We spent time with the Senior Leadership Team to get underneath the skin of the Educate Brand, understand what makes them different, their values, their personality, their delivery and their promise.

Once the foundation was agreed and brand copy completed, we set about building a strong identity that clearly reflected the re-imagined Educate Group. One that would resonate with a broad audience: Schools; Colleges; PRU's; Local Authorities; Teachers; Support Staff; New Entrants to Teaching, across all sectors in which they operate: Alternative Provision; Initial Teacher Training and Supply.

The new identity was brought to life across all touch points: Social, Digital, Print and Office Space. To ensure ongoing consistent delivery this was delivered in a clear, yet concise, set of brand guidelines.

### Ignition

Using the brand copy built in the Foundation stage we set to work bringing it to life in the Educate Brand Book as an invaluable sales tool outlining the Educate Group proposition and promise to all new clients and candidates. The next key focus was digital. We scoped and delivered a new website enhancing the user journey to provide a faster, easier process to reach the relevant content quickly. All social media channels were updated and brought into line with the new tone of voice and creative to drive consistency.

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## What our Client said

We were at a stage where we needed to revamp our look and feel and to truly discover what our core company values were. The Brand team at Lead Talent really go beneath the surface to help draw out who Educate really are and what we stand for. From day one the strategic and creative support has been fantastic and we are extremely proud of our brand new look and feel.

**Mark Jones**  
Director, Educate Group



**Hello**

We are a team of educators. We are on a mission to help every young person, aspiring teacher trainee and qualified teacher get where they want to be.

We offer a unique and powerful proposition in the education sector.



**Get in touch!**

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