



Case Study: PK Education

The Challenge.

Established in 2005, PK Education are an education recruitment specialist for leading, Primary, Secondary and SEN schools across London, the Midlands and the North of England.

After a significant business restructure, PK Education needed a proactive and expert brand partner who could work at pace with them, challenge their way of thinking and provide a true 'outside perspective' on their brand and marketing activity. They needed someone who could not only 'build' but critically 'execute' a powerful brand strategy across every channel and touch point. Step forward Lead Talent.

LT Solution.

The Foundation

Here at Lead Talent, we believe in knowledge before assumption. For this reason and as part of the strategic development phase, we undertook a deep dive 'discovery' into the education recruitment market, to not only understand their competitors but also the key market challenges at play. By doing this we were able to uncover relevant insight and opportunity which would help shape our plans for the brand going forward.

We engaged with the senior PK team and worked in close partnership with them to redefine their value proposition, mission and brand values so we could be absolutely clear on why a client or candidate should choose PK ahead of the competition, what makes PK Education truly unique and what their point of difference is.

One of the key outcomes of this foundation work was a re-imagining of the company mission statement to one that speaks to every stakeholder in the business – the internal team, candidates, schools and the wider education sector.

"Our mission is simple: **To Inspire Potential.** In our team. In our candidates. In every child".

Ignition

With the mission and proposition now clearly defined it was time to bring it to life in the marketplace.

We implemented a more considered and consistent approach to their brand application, introducing a new tone of voice, new imagery, new illustrations and a reskin of the company website and social channels to ensure a consistent digital brand experience.

We created a new suite of illustrations to bring the PK values to life and dialled up the use of their primary font to deliver more creative stand out. We also revisited their tone of voice to deliver a friendlier, more inspiring reader experience. Once these refinements were complete we set about articulating these changes consistently across all their social, digital, print and physical spaces.



Delivered:

- ✓ Brand Proposition + Values
- ✓ New Brand Identity
- ✓ All New Sales Assets
- ✓ Refreshed Social Channels
- ✓ Re-imagined Website
- ✓ Ongoing Social Media Management



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Going Live:

It was time to go live and create some disruption in the Education recruitment sector. This included:

- New Brand Proposition: Inspiring Potential.
- Evolved Values.
- Evolved Brand Guidelines.
- Evolved Tone Of Voice.
- New Social Content across all channels.
- New Brand Book / Sales Collateral.
- New Virtual Sales Tools.
- Re-branded Office Space (Values Board / Desk Mats / Wall Vinyls).
- Relunched Social Channels.
- Monthly Campaigns inc Re-launch of Recommend A Friend, and paid for social.
- 12 Month Brand Plan: Videos / Animation / Images
- Fully updated Logic Melon creative to make job posts more engaging.
- Re-imagined Website

All of this was delivered within a three month window and against the backdrop of the pandemic. Since 'Go Live' Lead Talent has been appointed as ongoing Brand partner for PK Education.

We have positioned PK as the 'Destination for Inspiration' – the go to education resource for news, advice and classroom ideas. We've also launched a regular e-newsletter and continue to build engagement with the PK community on Social Media,

What our Client said

After a period of stagnation I needed to do something to take PK to the next level. We needed a business coach so I started to work with Patrick. We needed a plan to go to market in the right way. Quite quickly Patrick introduced me to the Brand team at Lead Talent who identified our space in the market and were able to redefine who and what we are about. I have been blown away by their creativity and brand support – not only do they get involved with the high-level stuff, they also get involved with the nuts and bolts. They are truly fantastic to work with. I'm proud of where the PK brand is and that's all down to Lead Talent.

Karl Housley
CEO PK Education



Then 254
Now 635
+381
150% increase



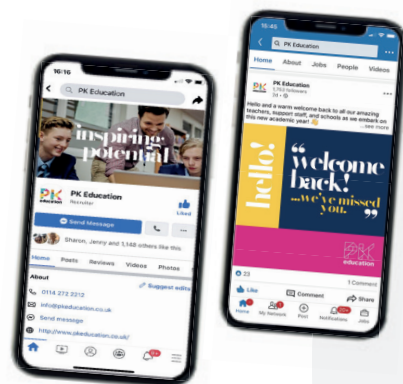
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Now 1,912
+164
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Then 1,154
Now 1,378
+224
19% increase

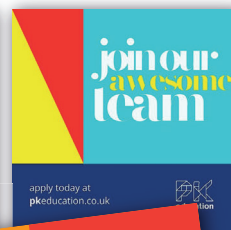
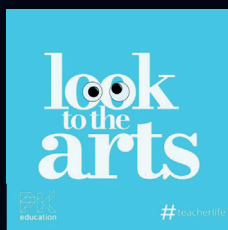


Then 0
Now 362
+362



Get in touch!

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inspiring potential