

Situation: Client was a leading group of private schools and colleges in India having well established presence in its segment. Client was looking to improve the level of education in his institutes and take it to a global level wherein students get a chance to get exposed to latest in education industry, creating tomorrow's leaders. Knowledgefaber was entrusted with the task of carrying out a comprehensive internal study of group's brand perception among stakeholders like students, teachers, parents, staff, etc., thereby establish whether the brand is placed favourably or unfavourably and then benchmark it against others and suggest ways of improving it.

Process, Insight and Advice:

We decided to go ahead with an approach involving rigorous primary research involving all the parties concerned to understand and draw a clear picture of issue from all possible angles. Spanned across 3 weeks we conducted no less than 800 interviews involving teachers, principals, students, parents, staff, local and international education experts. Based on the information collected we did a 360° in-depth assessment of institutes brand perception among various stakeholders. Thereafter, benchmarking against competitors was also done.

Several examples were taken from similar instances from across the globe to draw inspiration and identify various best practices.

Final deliverables included a complete brand transformation strategy taking into account internal brand perception, benchmarking against competitors as well as best practices from around the world.