

# Brand Rationale.



# Welcome to the new Premier...

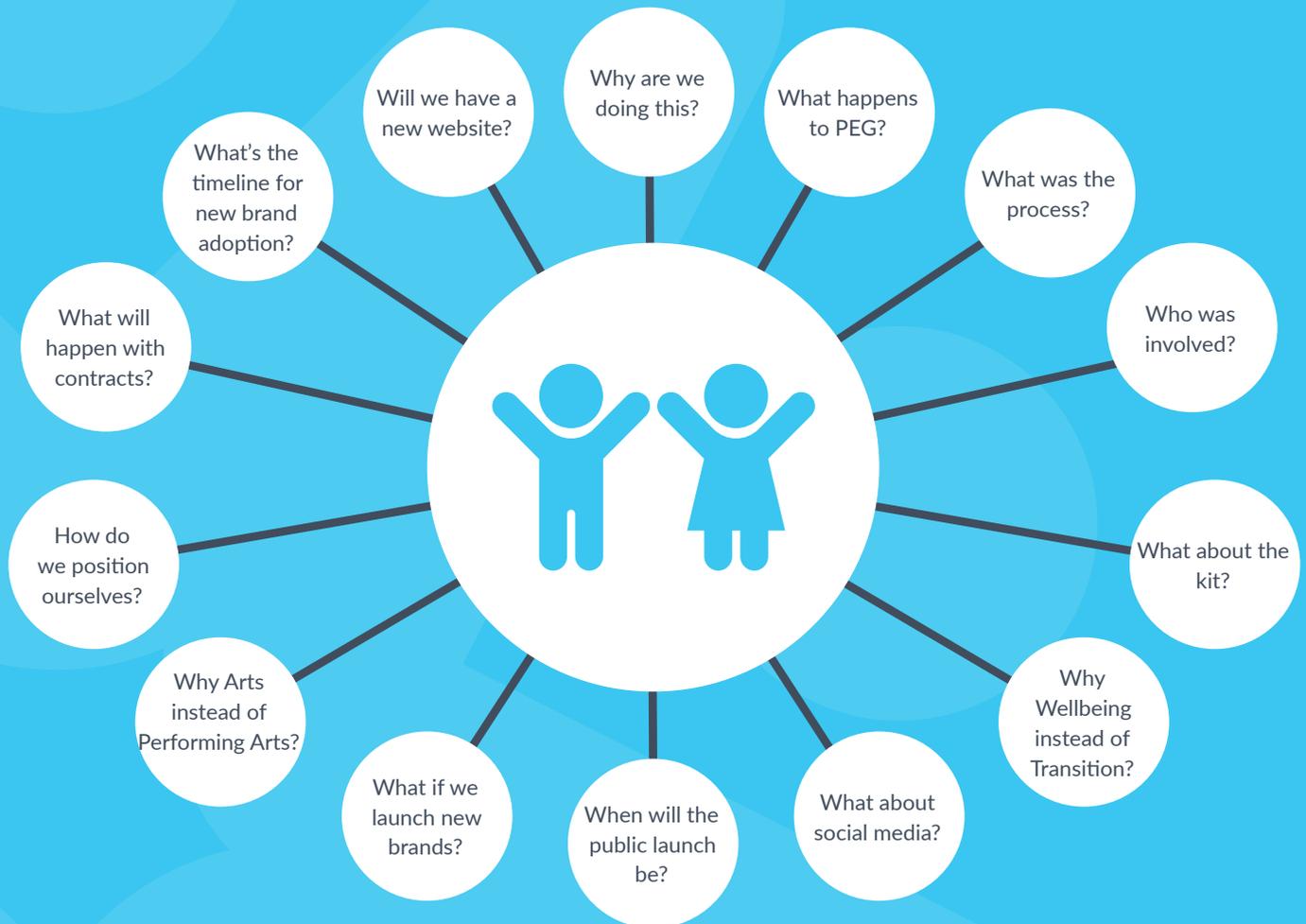
Recently, we unveiled the brand new Premier. The changes to the brand have modernised the appearance and brought it up to date, while creating a coherent and scalable proposition for your customers and Premier as we continue to grow.

This evolution did not happen overnight however. For months on end, we were working behind the scenes reviewing our current position and perception in the market, clarity of our offering, brand identity and recognition.

We are delighted in the results of this project, but we appreciate that you'll have lots of questions that need answering. Whether that's 'what happens to PEG?' or 'what about the website?', the following document should help to answer some of those initial questions.

If you have any other questions that aren't answered in this document, please contact us and we'll be happy to answer them. In the first instance, email [marketing@premier-education.com](mailto:marketing@premier-education.com) with the subject line 'Brand question'.

## We're sure you'll want to know...



# The answers...

## 1. Why are we doing this?

The most important question. Why? Well, Premier has evolved significantly over the last 2 years or so. The introduction of new products and brands means our previous architecture was no longer suitable as we look to scale and grow the business.

There was confusion both internally and externally about who we are. Are we PEG, Premier Education Group, Premier Sport? We didn't have one consistent answer to this question.

To seamlessly cross-sell Premier products, we require a consistent and coherent proposition, with all brands easily identifiable and distinguishable. The new brand is modern, scalable, understandable and recognisable.

Finally, Premier Education Group is our holdings company and there needs to be a clear legal parameter between ourselves as the franchisor and our network of franchisees.

**“The new logo is bright, simple and combines the three arms of the business well. It also looks like people are joining up and holding hands in a display of unity”**

**Lorraine Clark**

Herstmonceux Church of England Primary School

## 2. What happens to Premier Education Group?

Premier Education Group will remain as the franchisor and holding company for the group. HQ in Shropham, Norfolk, will also be known as Premier Education Group.

All agreements and formal correspondence to our franchisees will be sent as Premier Education Group.

## 3. What will happen with contracts?

There will be no change to current agreements and licenses, as these give you the rights to use the brands however we position them.

## 4. What happens if we add new brands?

The brand has been designed to allow us to easily add new brands and products within our architecture, while being scalable at the same time.

## 5. How do we position ourselves?

We are now Premier and you should refer to yourselves as Premier at all times, not Premier Sport, Premier Education Group or PEG.

Premier Education Group is only to be referred to as the franchisor or the office at HQ in Shropham.

## 6. What's the branding timeline?

**21st August 2017**

Brand launched to franchise network

**6th September 2017**

Brand launched to external stakeholders including schools and parents. Existing school customers will receive a copy of new brochure with a covering letter.

International launch of new brand will also take place during September.

**November 2017**

Launch event for franchisees and stakeholders in London. Invitations to follow.

**1st January 2018**

All old branded stationery, merchandise and literature should not be used from 2018.



# The answers...

## 7. What was the process for the rebrand?



## 8. Who was involved?

Over 1000 people from various stakeholder groups including:

- \* Children
- \* Parents (customers)
- \* Parents (non-customers)
- \* Teachers (customers)
- \* Teachers (non-customers)
- \* General public
- \* Internal staff
- \* Art student
- \* David Gill IP lawyer
- \* Industry experts



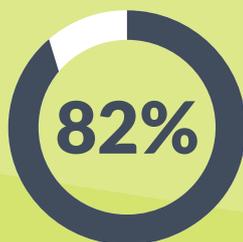
**50% of the public**

said our new logo was their preferred option out of the 4 shown. They loved the colours and felt it showed unity.



**4 out of 5 schools**

said they like the new logo!



**of schools**

would give our new logo 4/5 stars!

# The answers...

## 9. What about the kit?

It's time we bring our kit up to date. Premier has partnered with a new national kit supplier.. Announcement coming soon! In September, we will open a pre-order window for franchisees to order the new kit for their business.

The lead time on the **initial** order is 3 months and delivery will be made in December 2017.

## 11. Why Wellbeing instead of Transition?

Wellbeing is a better reflection of the products that sat within Transition. The brand will offer the Play, Fit and Fun programmes, as well as being the new home for Golden Mile.

## 10. Why Arts instead of Performing Arts?

Premier Arts is more succinct and provides broader scope for future development of the portfolio without restriction.

**“The new logo is bright, colourful and looks like children holding hands and joining in”**

**Kathryn Hipkin**

**“It’s colourful and resembles a star. I think this logo represents positivity”**

**Michelle Johnson**

Richardson Dees Primary School

## 12. Will we have a new website?

Absolutely! The team are currently working behind the scenes to ensure our new website is up to date and as modern as our new branding is. Instead of having multiple sites for Premier's products, we are bringing everything into one location with each sub-brand having its own sub-page.

The new website will be launched on September 6th 2017.

## 13. What about social media?

Similarly to the website, we are merging our social media channels for better management, analysis and optimisation. Premier, Premier Sport, Premier Arts and Premier Wellbeing will be represented on one profile across the various social channels.

To ensure brand consistency, we will be offering added support for franchisee social media usage. A new social media compliance policy is being produced and will be communicated in due course. A lot has been invested into this new brand and the guidelines will ensure a consistent appearance and tone is delivered across all channels.

