



GAVIN™

Learning Sciences International

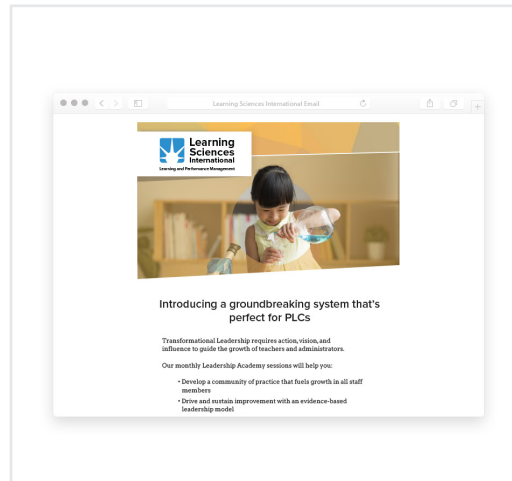
CASE STUDY

RE-ENVISIONING EDUCATIONAL SUCCESS

a brand story that inspires learning and development

branding success is learned

Faced with increased competition, Learning Sciences International wanted to clarify its voice in the market and create differentiation that would support a growth strategy filled with innovative products and geographic expansion. Our team studied the market, examined the voice of the teacher and administrator, and got to the core of what the client aspired to become. We then crafted a brand voice that de-cluttered a complex product offering and inspired educators to rethink how to achieve greater outcomes.



What We Did

- Brand strategy
- Market approach
- Organizational communications approach
- Brand standards
- Refreshed marketing collateral
- Trademark management

