

THRIVE EARLY LEARNING CENTRES

Visual identity concepts

7 April 2016

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Brief

Thrive Early Learning Centres is a new entrant in the Australian childcare sector.

While the team behind Thrive have a substantial track record in the industry, this new brand represents a break from what's gone before. Thrive places quality educational content at the heart of its offer – and, as just one aspect of that, a desire to put children in touch with natural materials and adventurous play.

Brief

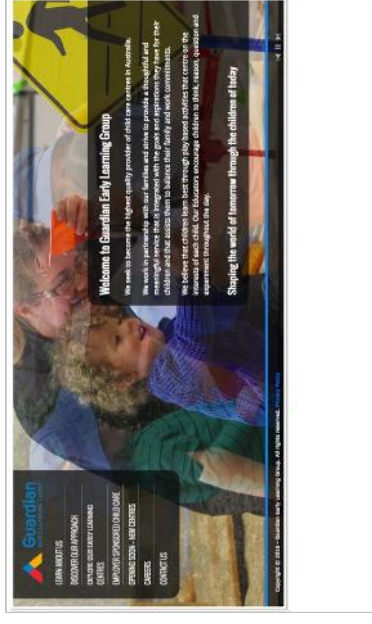
To be successful, Thrive's new identity must:

- show a connection to the raw and the natural, rather than the synthetic or processed
- be 'different looking'; Thrive shouldn't be seen as 'just another childcare centre'
- be attractive and aspirational, suitable for a credible voice in contemporary cultural conversations about parenthood
- be adaptable across all media and channels: print, online, environmental, in-house.

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Competitors

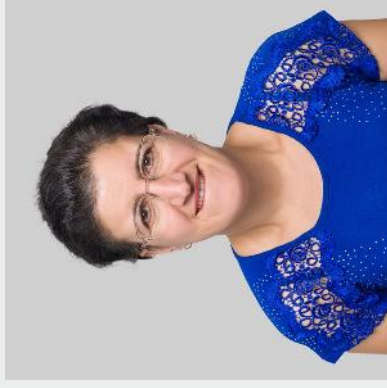


Competitors



Brand personalities to avoid

Brand personalities to avoid



The suburban home operator

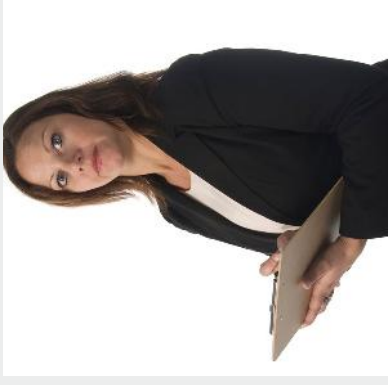
I've been doing the same thing for years. What do I really know about best practice?

Brand personalities to avoid



The suburban home operator

I've been doing the same thing for years. What do I really know about best practice?



The program director

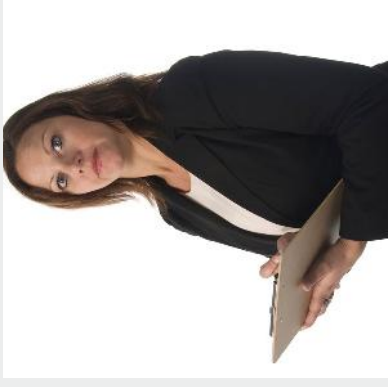
I subscribe to a very rigorous and esoteric European theory of childcare. And I'm sorry, your child just isn't conforming.

Brand personalities to avoid



The suburban home operator

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The program director

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The new age educator

Children are precious snowflakes. Who are we to set boundaries or any kind of structure for them?

Brand personality to embrace



Brand personality to embrace



We think outside the box

We want to engage with parents and open their kids' eyes to new experiences.

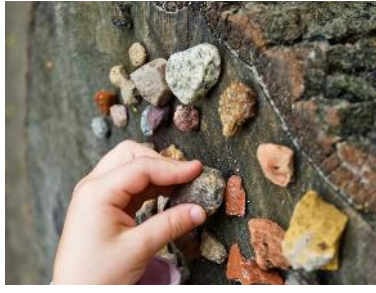
Parents want the best for their kids, but standard childcare hasn't been providing it. If they are the 2-dollar shop, Best & Less and fairy floss, then we are Ikea, Myer and yummy bananas squashed on wholegrain bread.

For too long, the childcare industry hasn't been keeping pace with cultural conversations about raising kids. We're here to change that.

You'll like our thoughtful posts on Facebook and read us quoted in Mammamia. Soon you'll see our centres everywhere, and you'll think to yourself "thank God, someone with some sense and taste is finally running a childcare operation."

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Mood board: natural, organic, hands-on.



Colour palette.