



## Building a new brand in the education market

**Title:** Dataplan Education

**Challenge:** Dataplan are an established outsourced payroll provider, providing payroll services to businesses and organisations throughout the UK. They already had a number of schools as clients and had good experience of the complexities of school payrolls.

In 2008 they were looking to make more headway in this market sector and came to Kinetic for advice.

**Solution:** Our experience of marketing brands specifically to the education sector meant we understood what schools wanted and what turned them off. Schools and colleges preferred dealing with specialist companies who demonstrated solid experience of working within education. With this in mind we recommended launching a dedicated Education brand under the Dataplan name to specifically target schools and colleges.

We created a new corporate identity that was softer than the Dataplan corporate identity yet still held onto its heritage. After all, Dataplan was an award winning provider and we didn't want to lose the credibility this gave. This was then translated through to its own marketing material including a new website that is bringing in a stream of qualified and high quality leads.

“ Schools and colleges prefer to deal with organisations who truly understand their sector. This is never more evident than with education payroll which is highly complex and idiosyncratic. By creating a dedicated Education brand, Dataplan were able to showcase their experience and credentials and show their commitment to the education sector. ”