

# Standing out from the crowd

Creating a distinct offer in a complex and competitive marketplace

# A bit about LILA\*...



# A very crowded marketplace





# Brand Identity







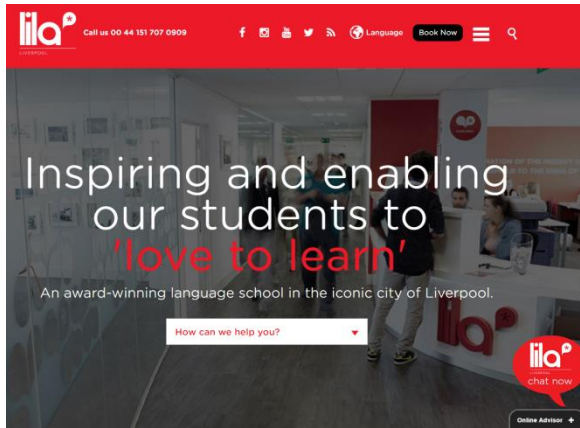
## **LILA\* Vision**

**INSPIRING AND ENABLING  
OUR STUDENTS TO  
'LOVE TO LEARN'**

To inspire and enable our students to  
Love to Learn



# Forming long-lasting relationships is at the heart of what we do...





# Build Relationships on Social Media



7577  
likes



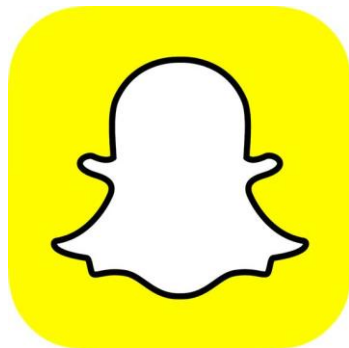
1381  
followers



792  
followers



29,345  
views



We are also on Snapchat!



# Build your community



**Once a LILA\* student,  
always a LILA\* student**

# Use video

LILA Liverpool

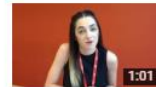
Subscribed  83

Home Videos Playlists Channels About 

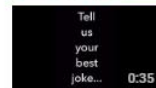
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# Recommendations

- Don't be afraid to look at your brand critically and if necessary, re-brand
- Make sure that your brand reflects the personality and vision of your organisation
- It's not just about the brand, every contact your clients have with the organisation and the people in it should reflect and embody your vision

ilq

