

A Branding Case Study

Launching with OutSmart



iNurture launches an e-learning brand



About the client

iNurture (inurture.co.in) is a pioneering edtech solution provider, nurturing the academia-industry ecosystem. It collaborates with premium Indian and global universities to power new-age undergraduate and postgraduate programs through industry-aligned curricula and advanced technology enablement.

The company hones the skills of learners to give them a greater advantage in their career path. They contribute to classroom knowledge with eLearning solutions through their Learning Management Systems.

Challenges

iNurture embarked on the project of launching its digital elearning platform to help professionals up skill. It was to be a new division of iNurture- an organization enabling career-ready formal higher education in India. Their core challenge was of course to breathe life into their new initiative - iNurturePro. They needed to develop their brand identity, which would share a relationship with the parent brand, yet have a distinct identity of its own.

The mandate given by the client was that the branding was to be trendy to connect with students, yet have a corporate appeal. The brand speaks to 3 target groups – college students, working professionals and Corporate.

To take this up, the client was looking for partners who understood the unique business model of the parent company – iNurture Education Solutions, and also dive deep into the journey of the new entity. OutSmart was their choice as we had already worked with them on several projects prior to this engagement.

How did OutSmart help?

- OutSmart spent adequate time with the Management team to understand their vision
- A brand logo which was complementary to and aligned with their parent brand
- Stationery – Business cards, stationery, merchandise and co-branding collaterals were created
- A brand manual to provide a clear guideline of the brand's objectives, services and approach, to strengthen their marketing strategies.
- In our latest engagement with them, OutSmart has delivered a high profile investor pitch video.

Results

- A senior team of brand consultants and designers worked on the project and delivered a brand that was aligned to the parent brand and yet held its distinct identity to appeal to their target market.