

Learn-it

IT training and communications specialist
Aberdeen

Graham Smith

Sociology
Glasgow University

Developing a new brand and delivering a suite of new marketing materials, including a high profile exhibition stand



Shell Step makes a splash at Offshore Europe

For some time Learn-it had been aware that its branding was confusing and sent out mixed messages to potential customers. Following a merger, a number of rebranding initiatives had been started but had never got going and in 2005 owner, Neil Harkin, wanted to undergo a professional rebrand once and for all.

Neil contacted Shell Step, looking for a student that could undertake this project for him and his local agency matched him Graham Smith.

The Process:

Graham began his project by getting a full understanding of Learn-it's business and who it wanted to reach before undertaking a total rebrand including:

- Full SWOT (strengths, weaknesses, opportunities and threats) analysis
- Developing a new logo and identity
- Investigating potential advertising and sponsorship opportunities and providing costs and recommendations for future activity
- Producing a suite of promotional material – brochures, golf umbrellas, pens, carrier bags, window signage, banners, computer mice and polo shirts
- Establishing and updating directory entries for Learn-it and compiling a comprehensive list of where contact information is posted
- Coordinating the design and build of a high profile stand to launch Learn-it's new identity at the Offshore Europe Exhibition – a key trade event

The Results:

Graham made a lasting impression on Learn-it, and not just on its image. The company is now more aware of the importance of marketing and communications and is taking advantage of new opportunities. Neil was incredibly impressed with what Graham achieved and is still benefiting from the project.

Following his project Graham now feels confident about entering the job market and beginning a full time career in marketing. He can now demonstrate to potential employers how he delivered tangible results and developed solutions for real problems. He has also mastered those office basics such as answering the phone and managing his time.

Graham Smith: "Shell Step provided me with an opportunity to get a real taste of the career I wanted to go into and a chance to build some genuine business experience. Despite being thrown in at the deep end, the support network provided everything I needed."

Neil Harkin: "The project was phenomenal. A major success factor was Graham being totally focused on the project and not distracted by day-to-day issues, but the key was his enthusiasm and the fact that he looked at our business with fresh eyes."

If you are interested in finding out more about Shell Step visit www.shellstep.org.uk or contact Step Enterprise on 0870 036 5450 or email enquiries@shellstep.org.uk.