Tutor Doctor unveils striking new global brand

The start of 2018 saw world-leading in-home tutoring franchise, Tutor Doctor, unveil its exciting new look. A striking change, the company’s new branding is sure to turn heads with its bold colour palette, clever imagery and thought-provoking messaging. Something which Tim Morris, Director of Global Franchise Support, confirms is no accident.

“The start of the year was the perfect time to reveal our new branding here in the UK – it’s a big change and it’s been a huge undertaking because every single element has been broken down and rebuilt with our values and our passion for making a difference ingrained in every way. It’s fresh, forward thinking and most importantly, captures the essence of what we do here: help students to find clarity and confidence in their own learning.”

Unveiled to franchisees at their annual ‘Dream, Believe and Achieve’ (DBA) conference in Toronto in July 2017, the rebrand has been a year-long consultative process involving franchisees, tutors, customers and head office, together with award-winning marketing and branding consultancy, McKee Wallwork and Co.

“Our objective was to unearth, articulate and execute a brand identity embraced by franchisee, tutors and clients, resulting in increased franchise and corporate profitability and ultimately, leading to Tutor Doctor’s recognition as the leader for student success,” explained branding expert and author, Steve McKee.

It’s safe to say that objective has been met. Shaking off tired old industry clichés, you won’t find any staged photo of a child with their head in a book in sight. Instead you’ll now instantly recognise the animated characters and simple, bold line drawings that so beautifully tell the story of the brand. And forget convoluted education-based jargon; meet shrewd, attention grabbing headlines and a no-nonsense approach to language and style that both instils confidence and endears its message to the reader.

Designed to appeal to students and their parents, as well as Schools, Colleges and Local Authorities, the company’s new branding emphasises that ‘thinking caps’ come in all shapes and sizes. Instead of trying to impose a single style and method of learning, the Tutor Doctor ethos is that with personal, tailored assistance, all students can achieve success.

All 500+ franchisees in each of the 16 countries in which Tutor Doctor operates are transitioning to the new branding: from websites to vehicle wraps, banners, flyers and stationary to a brand new book which also launched in October 2017. Franchisees were prepared with military precision for a brand unveil with a bang - with the UK’s 55 business owners proudly switching over on January 2nd.

“To see the new branding unveiled at DBA was amazing; the level of detail and profiling and creativity that has gone into the process was remarkable – and the end-result is inspired! We’ve already had wonderful feedback from new customers telling us that we really stood out from the crowd,” said Joanna Butler, Berkshire franchisee.

To find out more about Tutor Doctor’s forward-thinking approach to education and business ownership, call 020 8133 3525 or email opportunity@tutordoctor.com.