



FLUTTERWAVE'S TUITION REBRANDING PRESENTATION

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INTRODUCTION

In today's competitive marketplace, brand names play a crucial role in shaping consumer perceptions and driving business success. Here's why they are important:

- Identity and Presentation
- Trust and Credibility
- Emotional Connection
- Perceived Value
- Marketing Efficiency

PROBLEM STATEMENT

The platform's goals and scope have grown, and the name "Tuition" no longer adequately conveys our intention to be more than just a payment platform but also a central source of educational information. This difference begs the question of whether the current brand name effectively conveys the goal of the platform and appeals to our target market.



Brand Name in
Queestion

SCOPE OF ANALYSIS

Examination of the perceptions elicited by the current brand name among potential users

Assessment of the probability of engagement from potential users.

Evaluation of how well the current brand name "Tuition" aligns with the objectives of the project.

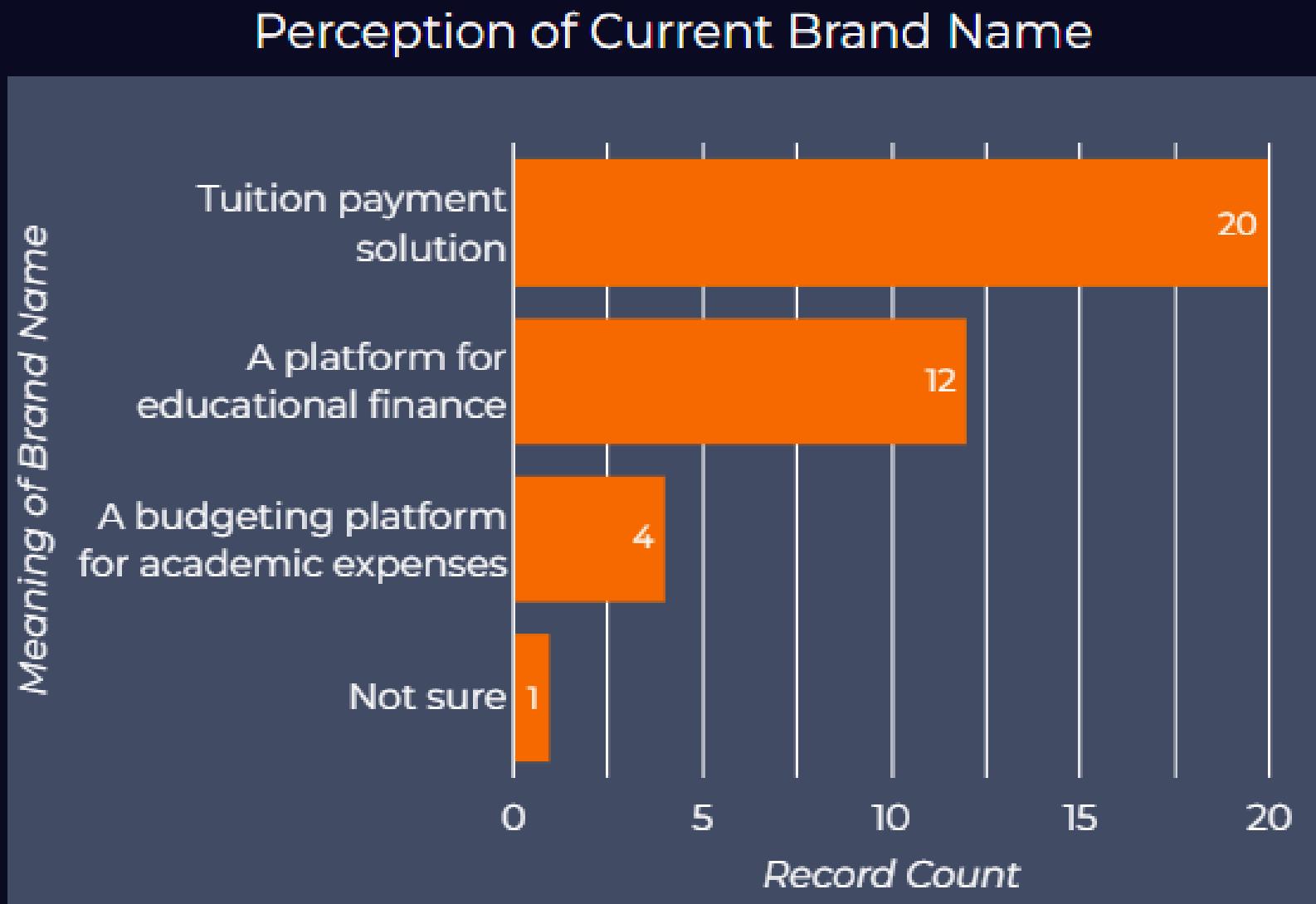
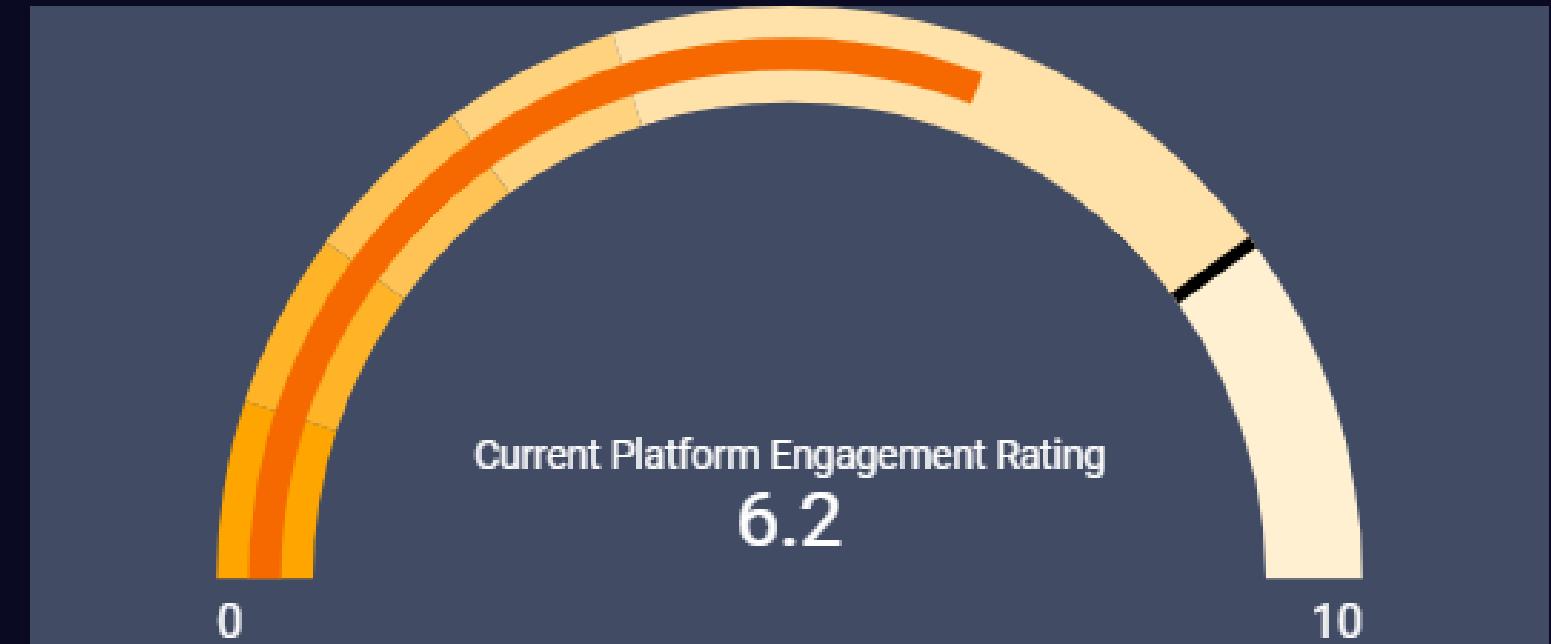
Review of the expected qualities in a brand name by users.



FLUTTERWAVE'S TUITION REBRANDING NAME STRATEGY DASHBOARD

Total Response
37

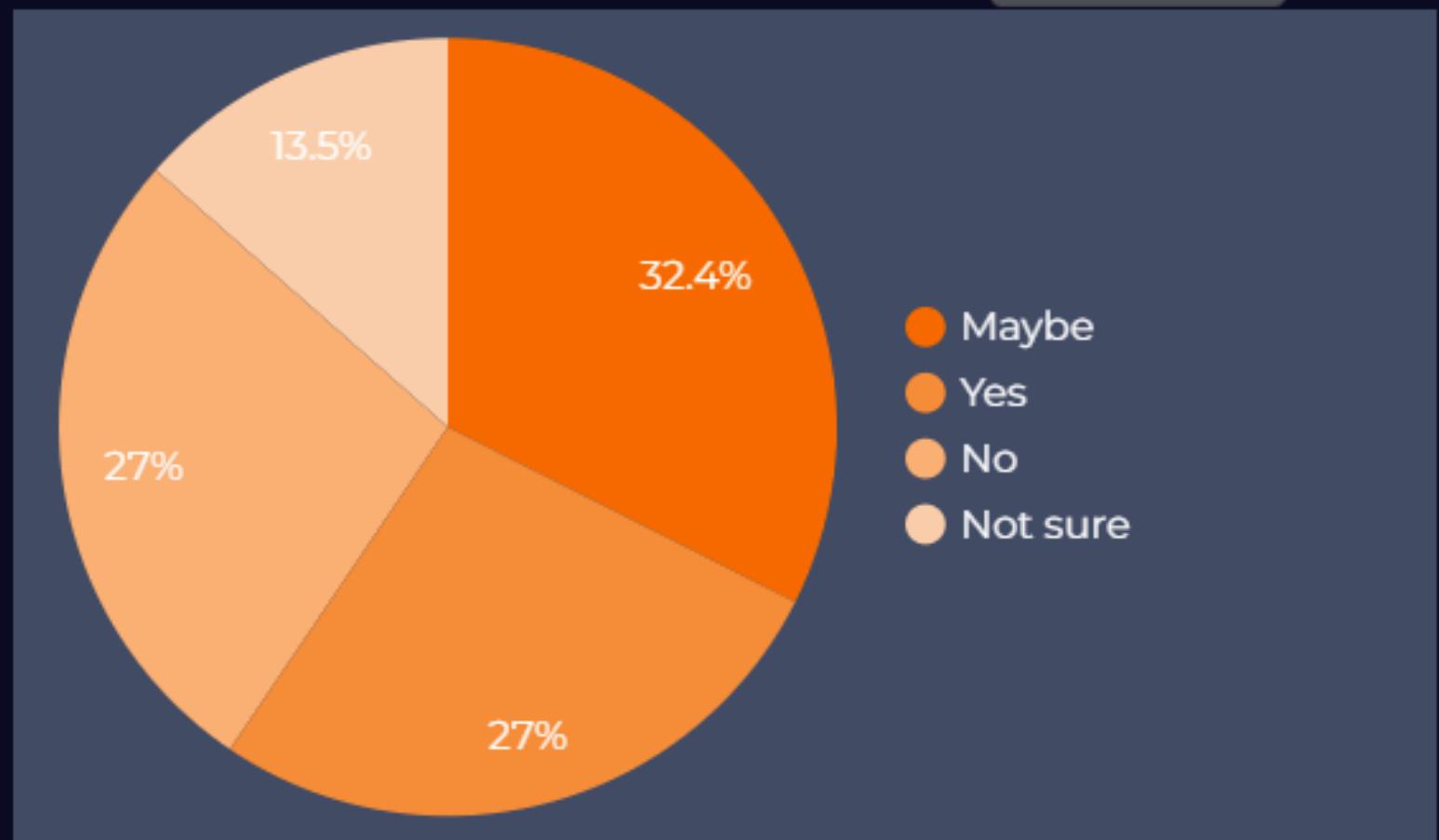
Proposed Brand Name
15



Proposed Brand Name

Proposed Brand Name
tuitionpay
edu.pay
Tuition
StudyPay
School fees
School aid
Scholarshub

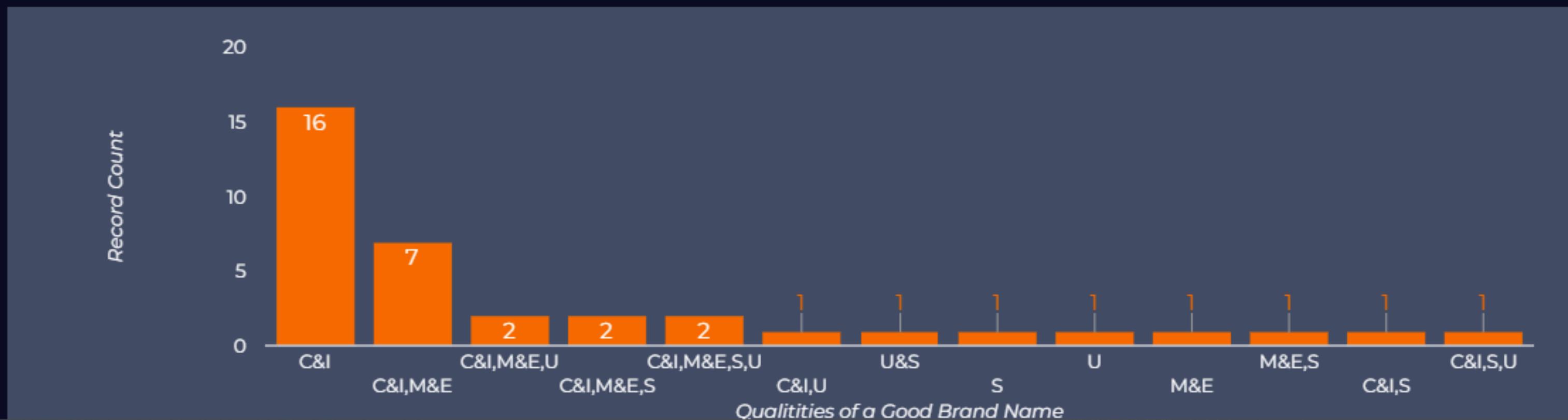
Alignment of Current Brand Name with Project Objectives



8.	Scholarly
9.	Scholar
10.	Information
11.	Edumation
12.	Eduhub or something in that line
13.	Educon
14.	Edu_hub
15.	College.hub
16.	No data

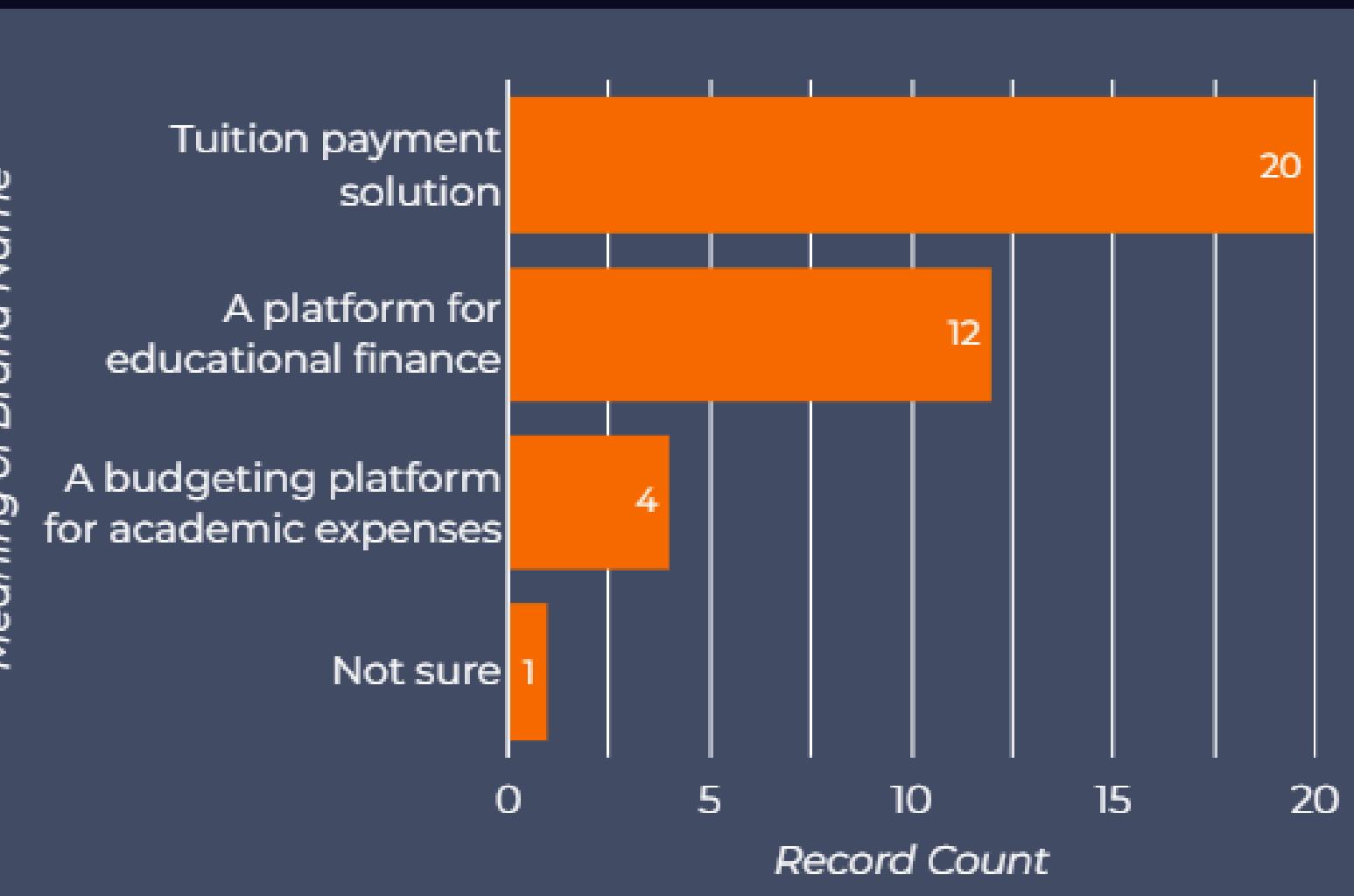
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Qualities Expected



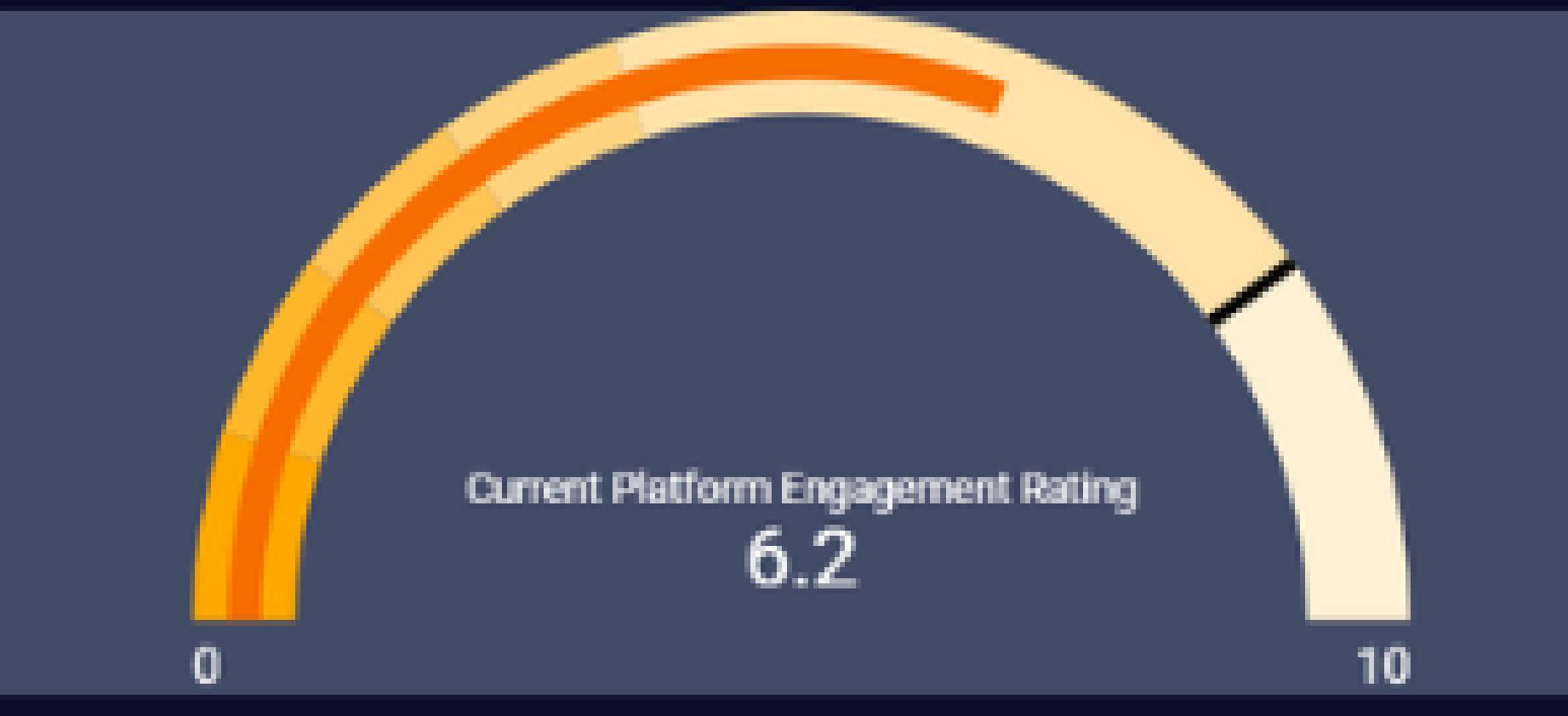
EXAMINATION OF THE PERCEPTIONS ELICITED BY THE CURRENT BRAND NAME AMONG POTENTIAL USERS

Perception of Current Brand Name



The analysis results revealed that the majority of respondents perceived the current brand name as a platform for tuition payment solutions.

ASSESSMENT OF THE PROBABILITY OF ENGAGEMENT FROM POTENTIAL USERS.

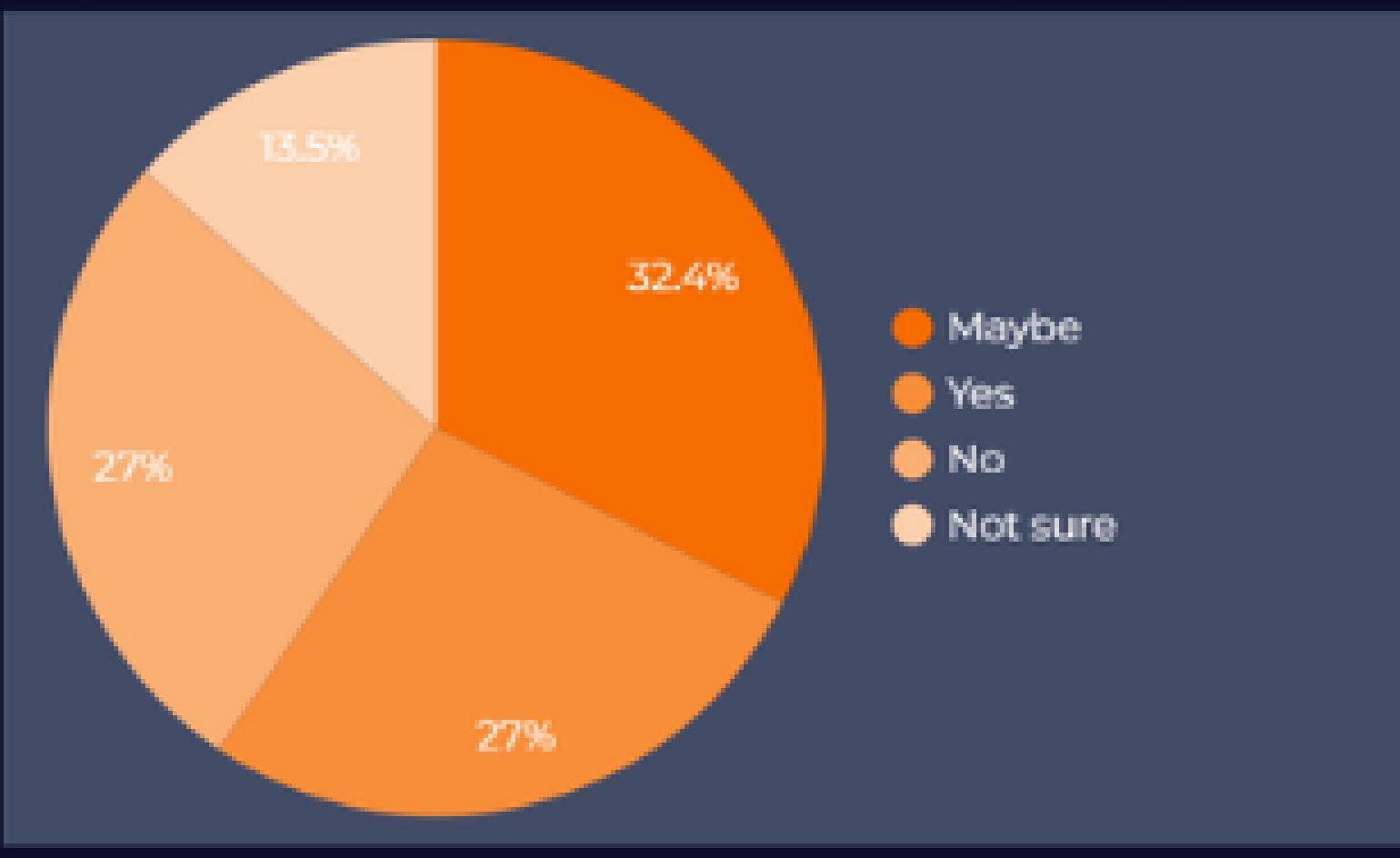


The chart shows the average engagement rating which is 6.2. This translates to a likelihood of 0.62 for a person to engage with the new platform in alignment with the current project objectives. However, this metric falls below the desired threshold for business success, as every business aims for a minimum engagement rate of 0.70

EVALUATION OF HOW WELL THE CURRENT BRAND NAME "TUITION" ALIGNS WITH THE OBJECTIVES OF THE PROJECT.



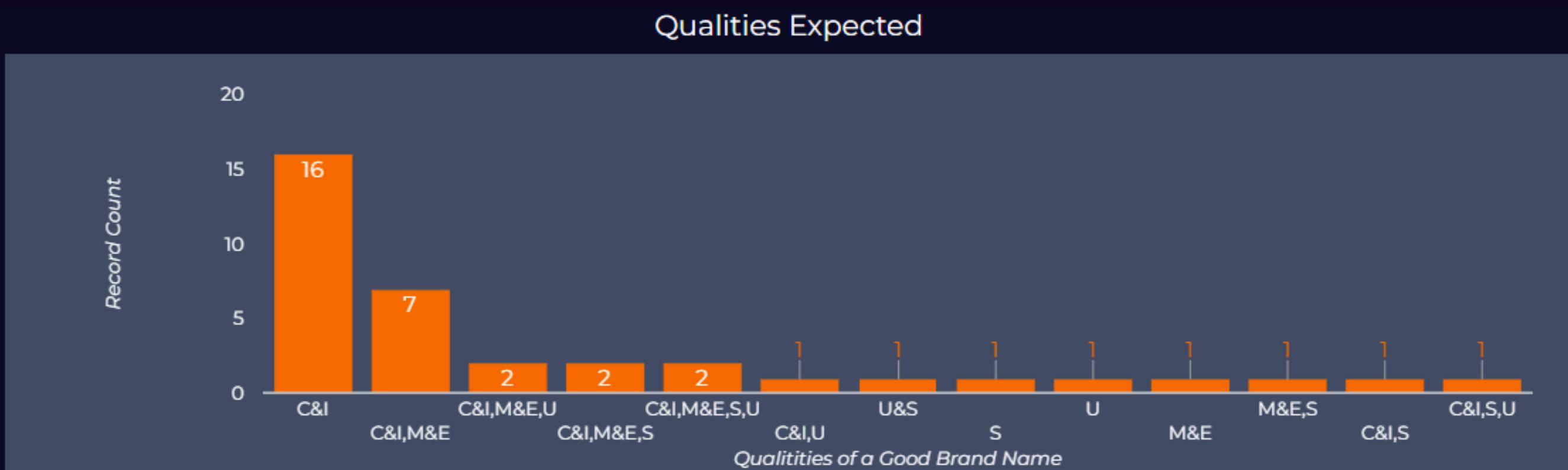
Alignment of Current Brand Name with Project Objectives



The pie chart shows the distribution of responses from people regarding how well the current brand name "Tuition" aligns with the project objectives.

The distribution indicates a varied perception among the respondents regarding how well the brand name "Tuition" aligns with the project objectives. The data suggests a lack of consensus, with a significant portion of respondents expressing uncertainty or differing opinions on the alignment of the brand name with the project objectives.

REVIEW OF THE EXPECTED QUALITIES IN A BRAND NAME BY USERS.



Key:

- C&I: Clear and informative
- C&I: Clear and informative, Memorable and easy to pronounce
- C&I: Clear and informative, Memorable and easy to pronounce, Unique
- C&I: Clear and informative, Memorable and easy to pronounce, Scalable, Unique

Most of the respondent expect the brand name to be clear and informative

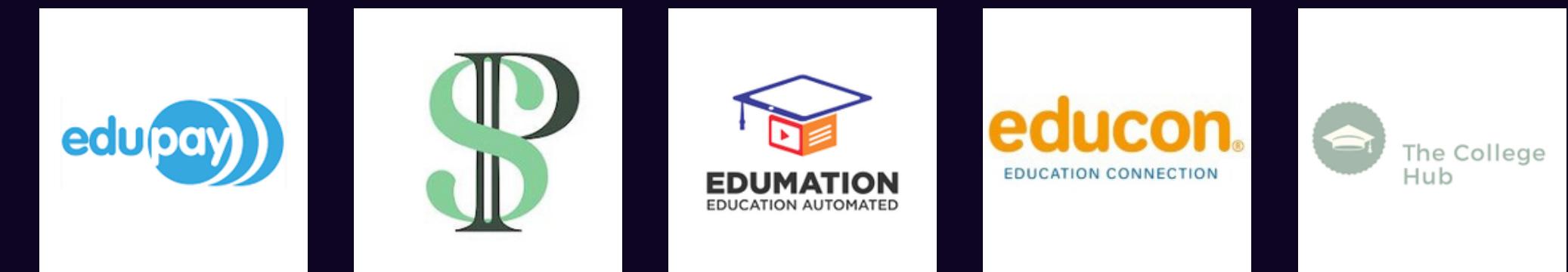
POTENTIAL NEW BRAND NAME

Proposed Brand Name

	Proposed Brand Name
1.	tuitionpay
2.	edu.pay
3.	Tuition
4.	StudyPay
5.	School fees
6.	School aid
7.	Scholarshub
8.	Scholarly
9.	Scholar
10.	Information
11.	Edumation
12.	Eduhub or something in that line
13.	Educon
14.	Edu_hub
15.	College.hub
16.	No data

The proposed brand name by the respondent that are worth noting are:

- Edupay
- Studypay
- Edumation
- Educon
- CollegHub



Examples of existing Brands

CONCLUSION



The analysis of respondents' perceptions towards the current brand name "Tuition" revealed a diverse range of opinions regarding its alignment with the project objectives. While a majority viewed it as a platform for tuition payment solutions, there was a notable lack of consensus.

The average engagement rating of 6.2 falls below the desired threshold of 7, highlighting the need for strategic enhancements to increase user engagement and align it more closely with the project objectives.

Respondents suggested brand names like Edupay, Studypay, Scholarshub, Edumation, Educon, and CollegHub, indicating a desire for a clear, informative, and educational brand identity. These suggestions provide valuable insights into the type of brand identity that resonates with potential users and should be considered in the rebranding process.

RECOMMENDATION

Key Recommendations

- Refine the brand name to better align with project objectives
- Implement strategies to increase user engagement
- Ensure brand identity reflects educational focus and is clear, memorable, and distinctive
- Gather feedback to assess effectiveness and make necessary adjustments

THANK YOU

