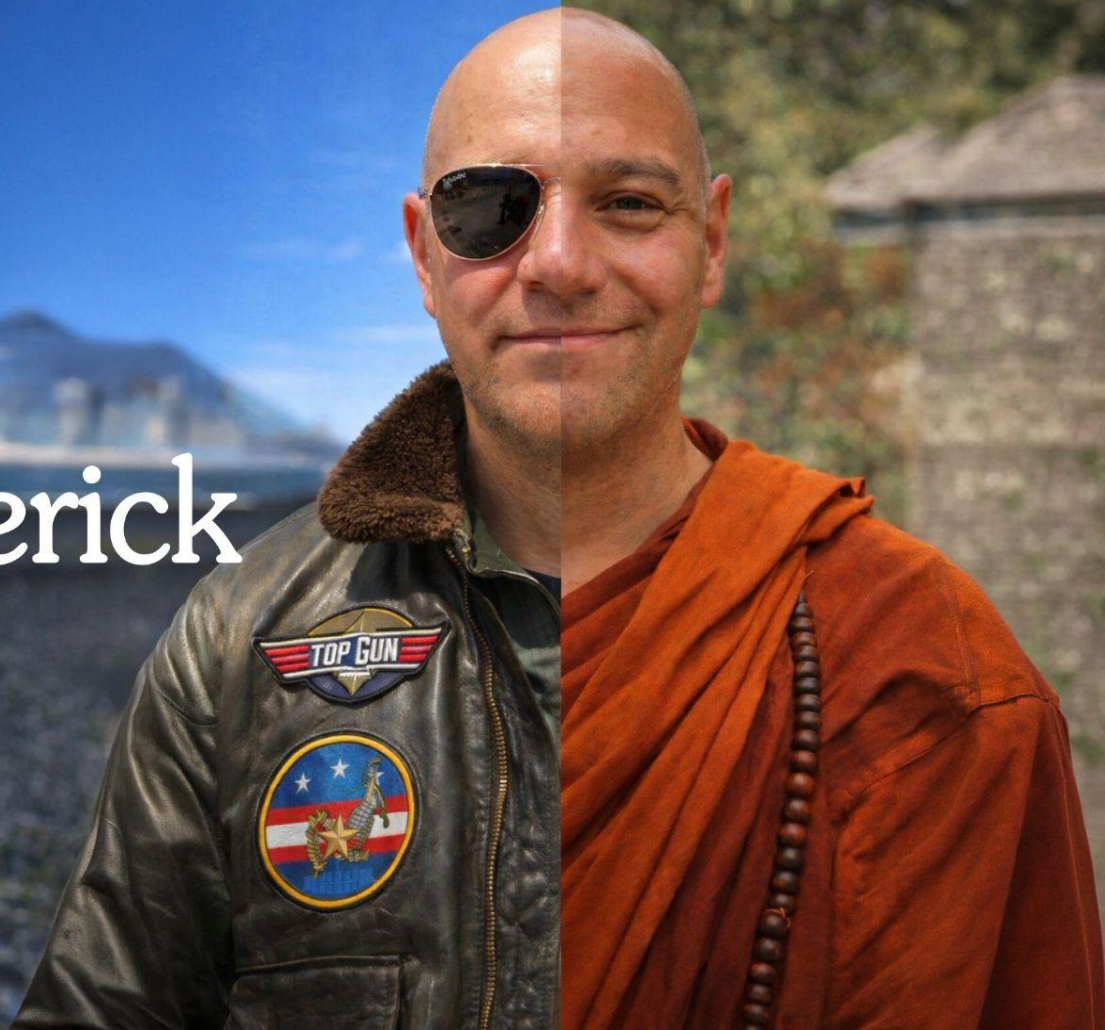


EdjoycationTM

– Putting the joy into education brands –

Part
maverick

Part
monk



Maverick

I broke the same collarbone 3 times before I was ten. An early habit of testing limits.

Monk

Pain teaches awareness.
Consequences teach respect.

Maverick

I idolised my
uncle an ad
agency art
director who told
me “Whatever
you do never go
into design.”

Monk

Sometimes the
worst advice
becomes
the clearest
direction.

Maverick

At 11,
I became my
private school
calligraphy
champion.
Ink. Paper. No
shortcuts.

Monk

Patience.
Restraint.
Intent. Every
mark mattered.

Maverick

1996 first proper creative job was at Eureka. We won a Design Week award.

Monk

The first and last award I ever entered. I care about effectiveness and affectivity not trophies.

Maverick

My first business
partnership
ended in near
bankruptcy.

Monk

Failure strips
everything back
to truth.

Maverick

In 2018 I set up
Wonderment the
joyful branding
agency. No
compromise.
Second coming.

Monk

Something
wonderful. Done
on purpose. Joy
at the heart of
everything.

Wonderment



The joyful
branding agency

Deloitte.



JOHN LEWIS
& PARTNERS





Whoever
has the most
fun, wins

– James Clear –

~~Branding workshop~~

~~Marketing workshop~~



The world
doesn't need
more feel-good
brands. It needs
feel-better brands.



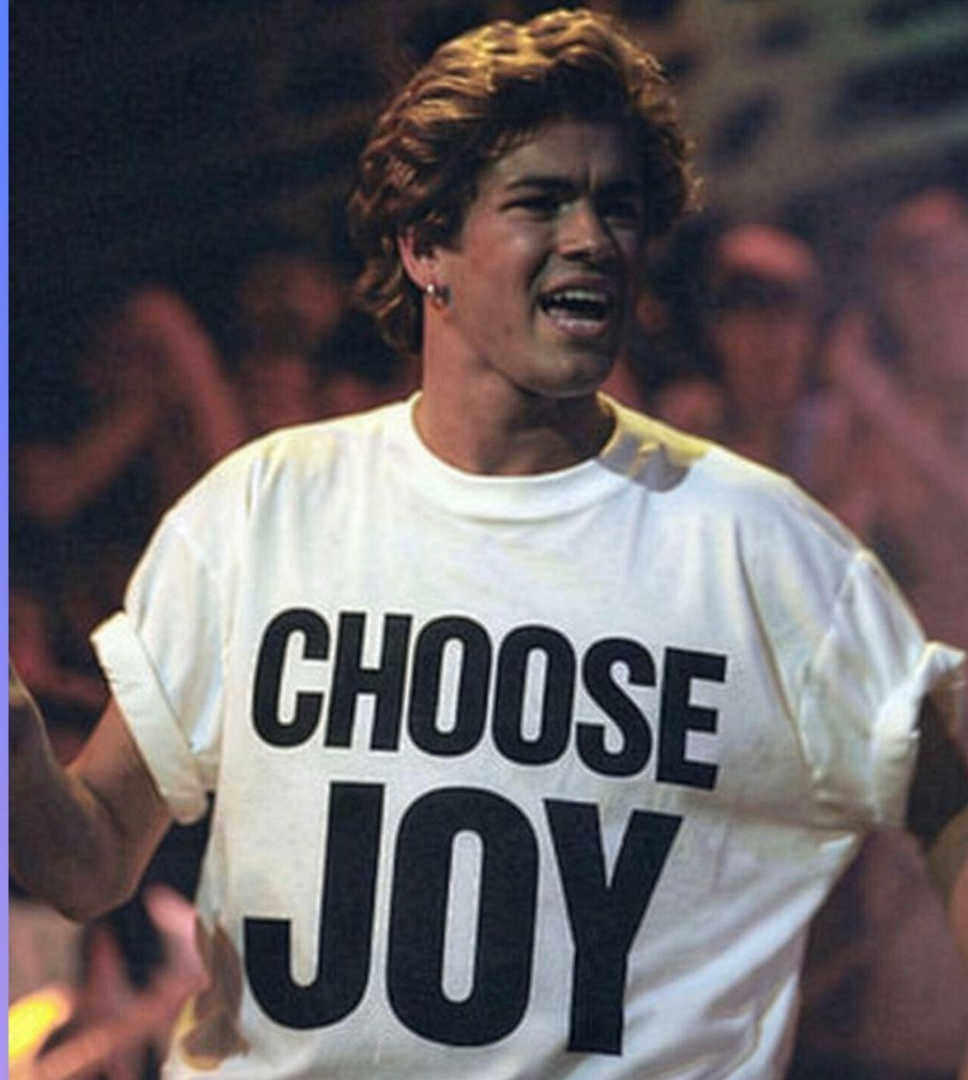
We are no
longer just in
the education
business.

We are in the
reassurance
business.



Edjoycation
is what
happens when
education feels
human again.

Strategic
joy





Joy is not
childish, it's
deeply human

Joy shifts attention > affection

Joy shifts information >
reassurance

Facts
inform.
Feelings
enrol.



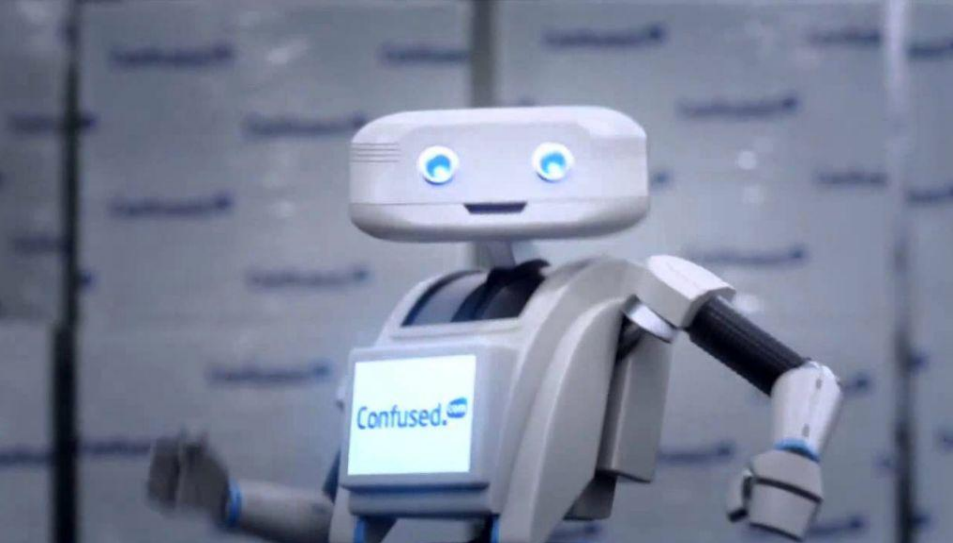
But why is joy
so important?

49%

of people are more likely
to buy from brands that
bring them joy.

(VML / Wunderman Thompson)

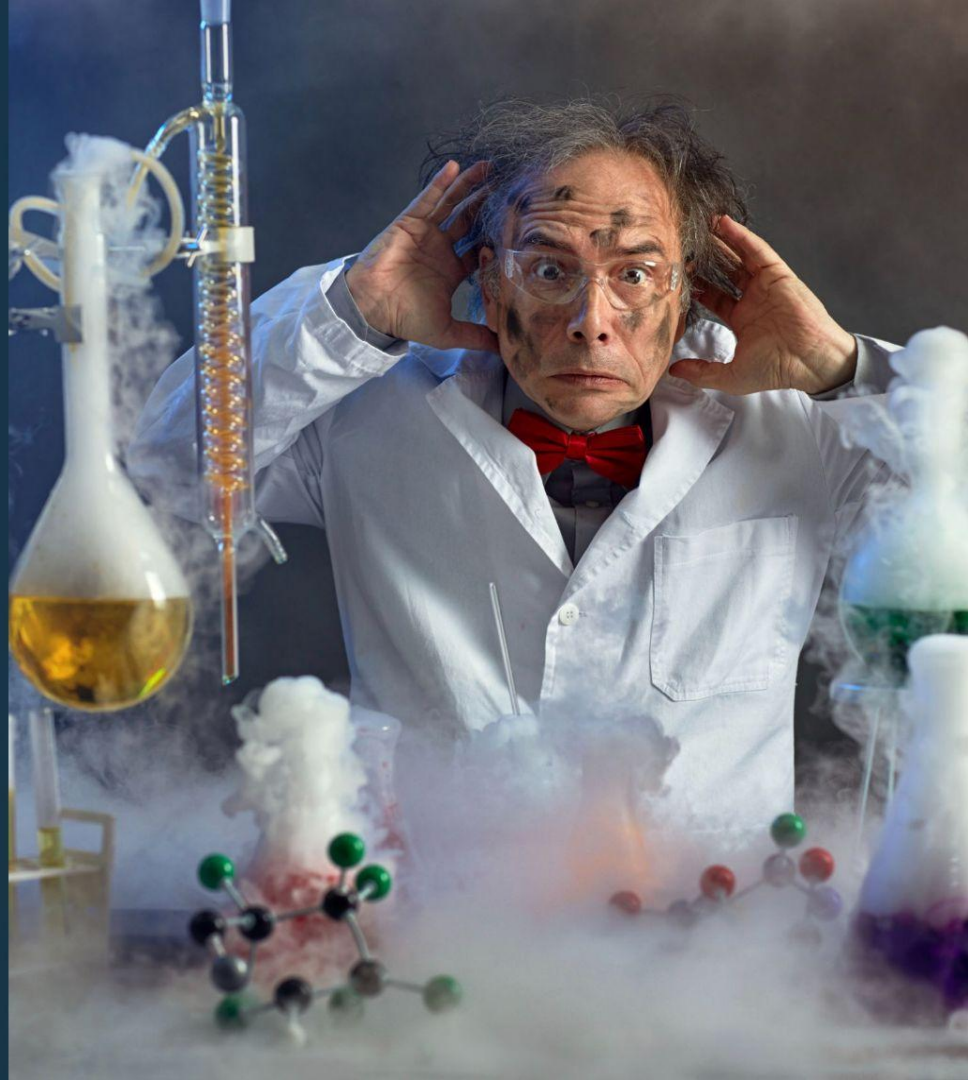
In edjoycation, trust
isn't a brand value.
It's the decision itself.



The only algorithm
we all need to
think about is
the human
algorithm.



Let's run
a quick
experiment.





Everybody
please
stand up

If the
first feels
stronger stay
standing

If the second
does, then
sit down.

ROUND ONE

Off we go!



The
wonderful
everyday

Affordable
furniture
for modern
living



The wonderful everyday

ROUND TWO

*On your
feet again
please*



Never
Knowingly
Undersold

Quality
products at
competitive
prices

The image features a series of five vertical stripes of varying widths on the left side, alternating between white and black. The stripes are positioned on a solid black background.

JOHN
LEWIS
& PARTNERS

ROUND THREE

Yep...
Up again







Belong anywhere.



Booking.yeah

ROUND FOUR

*Last round
Last time
up please*







Helping small
businesses grow



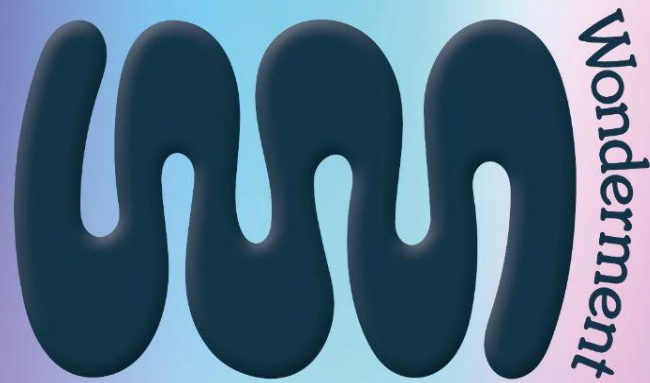
Grow better

JUST ONE
MORE

Stay
seated
this time

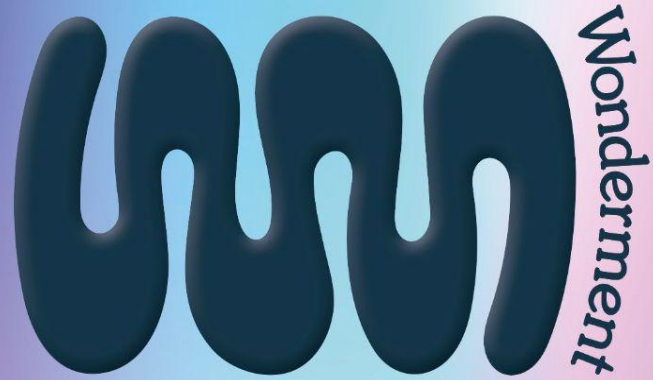


Interbrand



Interbrand

Exploring and imagining
possibilities around needs
and desires



Joy, done on purpose

Because
nobody
remembers a
prospectus.

They
remember
a feeling.

How joyful is your brand?



Now it's
time to think
about the
school you
work for



We are not
auditing
design.

We are
auditing
feeling.

5 pillars

Each of which you will
give yourself a mark
out of twenty

Emotional Clarity

Do people instantly
understand who you're for?

Humanity

Do you sound like
educators or policy
documents?

Emotional Ease

Does your brand calm people or overload them?

Memorability

Would someone
remember you tomorrow?

Joy Moments

Where does your brand actively reduce anxiety?

Score each pillar
from zero to twenty.

0 - 5 Barely exists

6 - 10 Inconsistent

11 - 15 Present but weak

16 - 20 Strong and
intentional

1

Emotional Clarity
Do people instantly
understand who you're for?

2

Humanity
Do you sound like educators
or policy documents?

3

Emotional Ease
Does your brand calm people
or overload them?

4

Memorability
Would someone remember
you tomorrow?

5

Joy Moments
Where does your brand
actively reduce anxiety?

0 - 39 | Functional

Works, but most learners and parents won't remember it.

40 - 59 | Safe

Reliable,
but not memorable.

60 - 79 | Felt

They notice you
emotionally.

80 - 100 | Chosen

You're felt first,
chosen second.

Facts
educate

Feeling
motivates

ROI tells you what
you earned.

ROF tells you what
you meant.

So what now?
How do you get
your school to start
competing on feeling?

EnjoyneeringTM

Designing how people
feel, on purpose.

1

Design for
Reassurance

1

Design for
Reassurance

2

Compete on
Feeling

1

Design for
Reassurance

2

Compete on
Feeling

3

Sound
Human

Edjoycation
it's not a style.
It's a strategy



Joyfuel in
Joyful out



Want your brand to
be more effective?

First you need to
make it more affective



Fear not the grim
reaper of business.
For he is just here
for the joyless and
empty brands



Feeling a little more
Edjoycated?

@wearewonderment
www.wonderment.agency

Joy is the beacon of light
that prevents brands
crashing onto the rocks of
the sea of sameness.

– Sean Cornell –