



With more than 35 years of experience and more than 800 locations throughout North America, Sylvan Learning is the leading provider of personal learning for students in grades K-12.

Whom Hanover Serves

Product Management
& Marketing Division

Partnership Snapshot

- Sylvan and Hanover partnership entering its fourth year
- Research executed includes:
 - Annual market share studies
 - Brand perception surveys
 - New product concept testing

Business Goals

To maintain and promote market leader positioning in K-12 personal learning industry

THE PARTNERSHIP

In 2011, Sylvan partnered with Hanover Research to centralize the company's research initiatives and eliminate the annual bidding process for recurring project needs. Amy Przywara, Vice President of Marketing, noted how Hanover meets a significant need for Sylvan by stating:

"Sylvan is a huge company, but our headquarter operations are small—meaning we have to prioritize how to efficiently allocate our staff's time. Having Hanover's partnership gives us the best of both worlds, providing dedicated support that integrates research expertise with a comprehensive understanding of our business. This partnership gives us access to research experts without the overhead that often comes with external vendor contracts or with maintaining our own research department."

Sylvan's marketing group manages the Hanover partnership and oversees the company's brand initiatives, creative operations, new product promotions, and content marketing. Amy and her team integrate Hanover's findings as a "piece of the puzzle" when creating Sylvan's messaging and when developing go-to-market strategies. Further, Hanover's research is often presented to Sylvan's Project Review Board – an executive forum that influences the company's strategic direction.

THE RESEARCH IMPACT

“Sometimes we’re so focused on our internal needs that we lose sight of best practices and an element of objective industry perspective. Hanover is our solution to overcoming this issue. The partnership helps us to interpret the big picture of our market positioning through objective eyes.”

- Amy Przywara, Vice President of Marketing

Franchising regulations require that Sylvan provide disclaimers to qualify all brand statements when marketing to sell additional franchise units. Hanover’s surveys of Sylvan customers and non-customers have armed the company with the data needed to both support these claims and build the brand’s credibility with current and prospective customers.

Research Goal Hanover Findings Business Value

Understand Sylvan’s market share in relation to all paid tutoring brands

Analysis showed that Sylvan holds the highest market share of paid brands with 7% more of the market than its closest competitor. Results validated the company’s position as the market leader and the industry’s #1 tutoring brand.

Sylvan’s marketing team integrated these findings during a March 2013 website re-branding initiative to reinforce customer feedback regarding the value-drivers of the company’s tutoring services.



Measure annual changes in brand perception and awareness

Respondents considered Sylvan to be the best known brand in education, with 94% brand awareness and ratings 36% higher than the closest competitor brand.

Sylvan used this data to increase new business by promoting the company’s brand strength in franchising sales collateral.



Diversify product portfolio

Results allowed Sylvan to identify interest in new programs and the optimal price points associated with these services.

Hanover’s research equipped the company with customer insight when bringing the SylvanSync™ offering to market and helped inform the price point, packaging, and promotion plan of another product line currently in adoption phase.



Hanover and Sylvan will continue working together in 2015 to further affirm the company’s leading brand and market presence in the tutoring industry.

For more information regarding this case study, contact info@hanoverresearch.com