

Kingswim

Building a national not for profit brand with multiple stakeholders.

22+

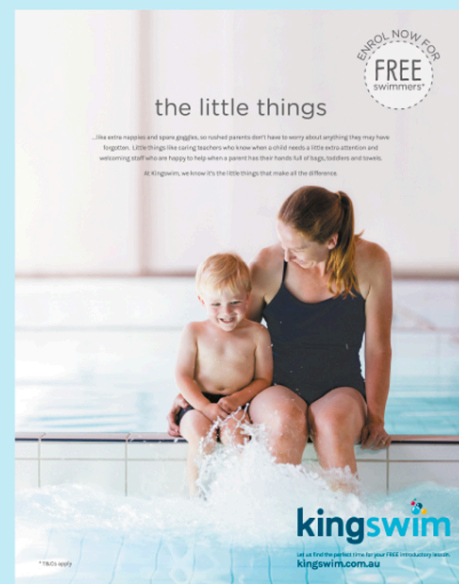
purpose built learn to swim centres nationally

YMCA

owned not for profit

B2C + B2B

parents, families, communities and funders



ABOUT KINGSWIM

Learning to swim, done with care.

Kingswim is a not for profit, dedicated learn to swim organisation. Owned by the YMCA, it operates more than 22 purpose built learning centres across Australia, and competes for families' attention in a highly commercial market.

THE CHALLENGE

Growth, with purpose intact.

Kingswim needed to grow brand share while supporting long-term growth and funding opportunities. With stakeholders across both B2C and B2B audiences, and very specific needs, it had struggled to find an agency that could bring its goals to life.

APR'S ROLE

A brand partner, not just a supplier.

Kingswim needed a full-service agency to help grow the business. APR's boutique size, agility and ability to work as a real extension of the Kingswim team made it the right fit. APR developed an end-to-end brand and creative framework that aligned commercial growth with community purpose, then stayed on to provide ongoing brand management, helping Kingswim understand the nuts and bolts of its strategy and how to express the brand across every medium.

What APR helped clarify

- Customer first positioning
- Operational capability
- A clearer articulation of brand value
- Creative system needs and scalability

Core deliverables

- Brand positioning
- Commercial marketing strategy
- Creative brand key visual and scalable framework
- Campaign and content systems
- Photography and videography
- Integrated B2B and B2C comms
- Wayfinding and merchandising creative



THE IMPACT

A brand that attracts the right customers.

More visible

A clearer, more confident brand that is now far more visible in market.

The right customers

Attracting the families Kingswim wants to reach, a significant improvement.

Outperforming the old

The new website and branding are outperforming the previous brand image.

Market share & enrolments

Increased market share and enrolment growth.

Funding partnerships

Strengthened commercial funding partnerships.

A successful growth platform

A scalable brand and creative system supporting Kingswim's continued growth.

"I can't speak highly enough of these guys, as a sounding board and as an invaluable partner."

"APR has really hit the sweet spot with the strategic and creative support they are able to give us, the extra resource they are able to let us use flexibly. They have been a really valuable asset to partner with."

Erin Lynch

GM Marketing and Sales, Kingswim

Why it worked

- APR's commercially grounded creative thinking
- Committed to really understanding our brand and customers
- Agile structure and ability to execute at pace
- "Not egotistical or precious," simply focused on collaboration and supporting our team

The right support, at the right time.

A boutique, agile team that works as a real extension of yours, from brand strategy through to everyday delivery.

[Talk to APR about your brand](#)