ABA English redesigns its brand and launches the campaign "*First, learn English*"

Barcelona, 12 September, 2018 – **ABA English,** the digital English academy with millions of students around the world, **launched today its redesigned brand and new campaign *First, learn English***. The digital language school has **modernized its logo** and **overall brand aesthetics** to better attune the design to mobile devices.

Mobile-learning through smartphones and other devices is a strongly growing trend, and likely to predominate soon. According to ABA English's latest m-learning research, **67% of global students use their language learning apps several times per week**, and 26% once or several times a day.

With this in perspective, ABA English's brand image was redesigned to deliver **a minimalist look and feel, well-suited to all types of screens, with a fresh, neat and balanced style**. The renovated image underscores the brand's personality and visual essence, focusing on the academic and digital positioning that sets it apart from other language learning platforms.

An elegant, modern and legible new logo
The new international growth stage that ABA English recently entered has accelerated its branding restage, represented most visually by the **redesigned logotype**.

The new ABA English logo fuses the brand's *academic* and *digital* nature, two key hallmarks of this **online school that defines itself as *The Digital English Academy***. The icon's accent is on simplicity: the letter "A" in strong strokes and preserving the original logo's typography, accompanied by a fluorescent blue dot that synthesizes the academy's other brand identity elements.
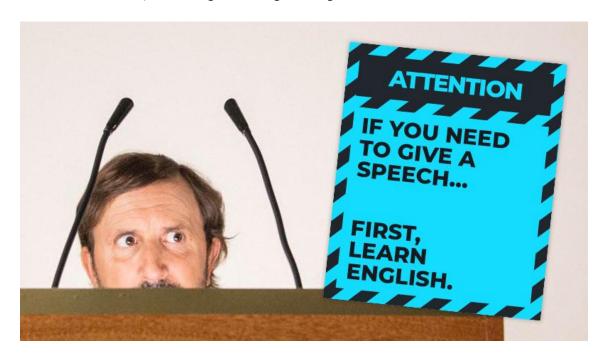

"*We wanted a logo that worked perfectly as a stand-alone icon but that would also represent our corporate values. With the restage we simplified the logo to gain usability and recognition, creating an academic symbol in a powerful and readable typography*," stated Jaume Baixas, Creative manager at ABA English.

First, learn English

ABA English has launched its brand restage jointly with a **humorous campaign** called *First, learn English*. Created for social media and digital channels, the campaign protagonist is a regular guy who discovers he must learn English to handle situations that are potentially embarrassing.

For example, the sketches show the character speaking in public or holding a press conference with international media. In other stories the protagonist is aghast to discover that what he got tattooed on his arm or printed on his t-shirt was not quite the intention. In one of the funniest sketches the actor is trying to turn off the lights in his smart-home, but using unintelligible English.

The campaign has been launched simultaneously in **15 countries and 6 languages** (English, French, Italian, Portuguese, Russian and Spanish) and consists of short and long videos, banners and other creatives adapted to digital channels.

For further information on the campaign, please view the various *First, learn English* sketches in these links:

- Smart home
- Personalized t-shirt
- Tattoo
- Public speaking
- Singing Sinatra
- Premier League conference

About ABA English

ABA English is an online English school with millions of students in over 170 countries and the leading provider of digital English in South Europe and Latin America. It is distinguished by its teaching methodology, the ABA Natural Method, which translates the principles of natural mother-tongue learning to the digital space and uses high quality short films produced in-house.

A renowned startup of the EdTech industry, ABA English was awarded "Best Educational App" by Reimagine Education and has been featured by Apple and Google as one of the best educational apps. Furthermore, in 2016 it became the first digital academy to be authorised to issue Cambridge English certificates. Based in Barcelona, its team is made up of more than 80 professionals from 20 nationalities.

For more information visit www.abaenglish.com or the AppStore or GooglePlay for mobile devices.