How your school can strengthen the brand of boys’ education in an ever-changing world.
Who is imageseven?

Our purpose
To create a better future through the leaders of the future. We do this by maximising the impact of leaders in education.

- Thirty-four years’ experience in the education industry, over 150 clients,
- Experts in school marketing, international experience.
- Integrated marketing communications firm.
- Help school Heads and leaders to understand the true value they deliver to students and families.
- Australian based team of 35 in Perth, Sydney, Adelaide and Brisbane.
- It’s all about strategy… then implementation. Insight applied.
Content

- School Marketing Journal (SMJ) magazine
- School Marketing Journal (SMJ) podcast
- School Marketing Communications (SMC) podcast
- School Marketing and Communications (SMC) blog
- Bold School Brand book

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Andrew Sculthorpe
Managing Partner

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Our clients

ST PATRICK’S COLLEGE

ibsc

The Scots College
Sydney Australia

The King’s School

Christ Church Grammar School

KINCOPPAL – ROSE BAY
SCHOOL OF THE SACRED HEART

PSA

Trinity Grammar (Est. 1813)

Shore

Scotch College

KAMBALA

HALE SCHOOL

Clayfield College

Guildford Grammar School
Western Australia

TOOWOOMBA GRAMMAR SCHOOL

ahisa

Association of Heads of Independent Schools of Australia

THE UNIVERSITY OF WESTERN AUSTRALIA

GENAZZANO FCJ COLLEGE

MAZENOD COLLEGE

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How to strengthen the perception of boys’ education in an ever-changing world

It is more important than ever for boys’ schools to find effective ways to communicate our benefits to the next generation. Through storytelling, lived values, and traditions, you can engage your community to help achieve your school mission. As a result, your school can strengthen the general perception of single-sex education with strategic marketing, communications, and compelling case studies.
Single sex education is under attack and boys in particular
Our approach

We look first for strategic insights and then rigorously apply marketing communications solutions to build enduring business value. One great insight is worth a thousand good ideas. Knowing how to apply that insight is the key that unlocks your success.

It’s insight applied.
School Marketing is Different

**Reason #1**

Education marketing begins on the inside

**Reason #2**

Your school brand is important

Practical criteria drive school selections.
Your school brand drives and completes the actual purchase decision.

“Can I believe in this school?”
“Can I trust them with my child?”
“Will they deliver what they promise?”
School Marketing is Different

**Reason #3**

Education products and services are usually complex

Need to take the technical, subtle and intricate and make it clear, understandable and persuasive.

**Reason #4**

Education markets have long purchase cycles
Reason #5

Your education selling proposition is complex

Complex differences must be articulated through compelling communication strategies.

Reason #6

There are fewer education buyers

You must find and engage with prospective parents who:
- have a need for education
- desire what your school offers
- are geographically accessible
- financially able
School Marketing is Different

Reason #7
Education is an emotional decision

Reason #8
Your prospective parents do their research

57%
That’s how far your prospective parent is through their purchase decision before engaging with you. (Gartner/CEB Global)
School Marketing is Different

Reason #9

Education marketers have less research data

Reason #10

Education deals with more people in the process

57%

That's how far your prospective parent is through their purchase decision before engaging with you. (Gartner/CEB Global)
School Marketing is Different

Reason #11

Personal contacts make education sales

Reason #12

Outsiders have a significant influence in education purchase decisions
The Problem

- Heads are brand custodians
- Brand is core to efficiency (ROI) of marketing
- Parent, staff, student and Board misalignment
- Difficult to articulate the benefits
- Marketing costs more and takes more time
- Missing out on your share of enrolments and retention issues

The Solution

- Define brand in a school context
- Perception about boy’s schools
- Differentiation
- Lay out a framework for building a Bold School Brand for your school
What is brand?

Branding starts on the inside.
Everyone inside the school is a marketer.

Definition of brand:
A *brand* is who you are, what you promise and your willingness and ability to keep that promise.
You don't own your brand

Promise    Your brand here    Expectations
Then what is good branding?

1. Reflects and enhances your mission, vision and values
2. Adds value to your offering
3. Aligns your stakeholders
4. Keeps your school top of mind and preferred
5. Allows you to charge or justify a premium
Why are schools falling behind?

Theory One
Schools don’t attract or retain top marketing talent.

Theory Two
Heads (the brand custodians) and the marketers who serve them, don’t know where to begin.

1

Quote One - School Principal
“Branding? Marketing? Website? How do we know what to tackle first? All I know is that we need to drive enrolments.”

2

Quote Two - Martin Luther King
“Nothing in all the world is more dangerous than sincere ignorance and conscientious stupidity. Communication can overcome ignorance.”
Summary

Bland school brands have passed their ‘use by’ date

Better to be judged than ignored
An amazing differentiator in a world of vanilla
Bold School Brand Framework

Strategy  Voice  Identity  Impact  Culture

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Part One: Brand Strategy

**Strategy Phobia**

Strategy can appear hard
- Clearly defines the problem
- Considers the variables
- Provides guidance in the form of an action plan

Strategy requires a **holistic**, intentional approach

Creative firms and school marketers allow Heads to **skip out** on strategy
- More interested in creating the deliverables
- Easy to blame the client later for ‘not getting it’
- When physicians operate without a thorough diagnosis, it’s called malpractice.
  Creating a logo or any communication without strategy is **marketing malpractice**
Part One: Brand Strategy

D.R.I.V.E

1. Discovery
   - Learn everything we can from clients and stakeholders
   - Understand internal goals, perceptions and concerns

2. Research
   - How the world sees our clients – look from the outside in
Part One: Brand Strategy

D.R.I.V.E

3 Insights
Our thoughts and recommendations for moving forwards – tested with the client and audience

4 Brand Voice
The tone; how your brand sounds when articulated

5 Brand Essence
- Our market category
- Who we are/who we aren’t
- What we believe
- Where these intersect is your brand essence... usually a single phrase that encapsulates the above
Part One: Brand Strategy

What are your goals and objectives?

- You may have many goals
  - Enrolment, staffing, students, leaderships, marketing and positioning or perception goals
- Cost
- Time
- Energy and focus
- Define your market, audience and competition
Part One: Brand Strategy

Positioning and differentiation:
- Where are you located?
- What do you do?
- What is your mission or vision

Focus on facts, then emotion, then the unique.
Finally: simplify, simplify, simplify.
Part One: Brand Strategy

What is a SoaP?

1. Strategy development
2. Value proposition
3. Key messaging
4. Visual identity
5. Digital footprint
6. Admissions and marketing integration
7. Advancement

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Part One: Brand Strategy

Quick Quiz

Question: Which terrifies a school Head most?

Answer A: The suggestion that they must position their school?
Answer B: The shower scene in Psycho?

The correct answer is A, because standing for one thing means you cannot expressly stand for other things.
Part One: Brand Strategy

The school marketing trifecta

- Resonate
- Differentiate
- Substantiate
Part Two: Brand Voice

The importance of school branding

A strong brand provides value by:

1. Increasing customer confidence and trust
2. Creating competitive advantage
3. Building organisational equity

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Part Two: Brand Voice

The positioning brief

- Our market category
- Who we are
- Who we are not
- What we believe

Three Rebranding Approaches

Branding = Problem-solving
Part Two: Brand Voice

An ownable voice

- Our market category
- Who we are
- Who we are not
- What we believe

1. Elevator Speech
2. Tagline
3. Mission and vision statements
Part Two: Brand Voice

An ownable voice

Brand Voice

- What problem am I trying to solve with my branding?
- Will people still recognise our brand voice if I de-identified it?
- What is – or could be - our school’s brand voice?

The voice of **experience**: The voice of an expert in understanding students and partnering with parents

The **academic** voice: Masters of achieving the best university admissions scores possible

The **caring** voice: Exudes calm and confidence in all matters relational and pastoral
Part Two: Brand Voice

Articulate the benefits

- Your benefits are your choice and your choice only.
- Have a minimum of two differentiators.
- Choose points of difference that contrast the way you and others conduct business.
- Ensure that your community and employees are onboard.
- You need to be extreme to be story worthy. Good and very good is the standard.
- They are not mission elements; they are experience elements.
Part Three: Brand Identity

Collateral, campaigns and content

Collateral
- Determining priorities: Use A, B and C
- Consistency, consistency, consistency

Campaigns
- You don’t have the budget to fully exploit campaigns
- Your school is your campaign… but with themes
- Always be recogniseable as your school
Part Three: Brand Identity

Collateral, campaigns and content

Content
The practice of creating valuable content — news stories, articles, how-to pieces, testimonials, blogs, white papers, case studies, videos, infographics, e-books, and more — to help tell your brand’s story

Content is no longer king... **congruence** is king

- Royal Academy of Dramatic Arts, UK
Part Four: Brand Impact

Experiences at all touchpoints
Part Four: Brand Impact

Websites and digital media

Top 10 digital brand emergencies

1. It’s all about you
2. Ignoring the value you offer
3. Poor-quality content and photography
4. Stale content
5. One-way communication (feedback and landing pages)
6. Not responsive
7. What do you want me to do? (CTA)
8. Elevate your people and processes
9. Invisible to search engines
10. Nobody is keeping score
Part Four: Brand Impact

- Drive visitors to act
- Invite users to dig deeper
- The 2 Second Test
- Be found online

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Part Four: Brand Impact

Don’t build your house on rented land

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Part Five: Brand Culture

Internal culture and rollout

1. Internal culture and rollout of your new brand
2. Expect some resistance
3. Your launch and roll out plan should not be an afterthought
4. All marketing starts on the inside
5. Keep staff fully informed with access to brand execution tools (style guide)
Part Five: Brand Culture

Keep your brand fresh

1. Rough waters for your brand are often people management issues.
2. Consider your brand standards as a boundary, but within that boundary you have almost unlimited creative freedom.
3. When you encounter a brand usage that’s outside of the standards, yet valid, update your standards and ensure everyone knows.
Part Five: Brand Culture

What is the experience of your brand?
Part Five: Brand Culture

What is the experience of your brand?
Part Five: Brand Culture

Prospective parent journey

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The virtuous circle
Questions?