

imageseven

**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



Andrew Sculthorpe
Managing Partner

Our clients



ST PATRICK'S COLLEGE



The Scots College
Sydney Australia



THE KING'S SCHOOL
ACADEMIC EXCELLENCE WITH CHARACTER DEVELOPMENT
SINCE 1831



Christ Church
Grammar School



KINCOPPAL – ROSE BAY
SCHOOL OF THE SACRED HEART



Public Schools Association
Western Australia



TRINITY
GRAMMAR SCHOOL



SHORE

SCOTCH
COLLEGE



KAMBALA



Clayfield College



HALE
SCHOOL



TOOWOOMBA
GRAMMAR SCHOOL

ahisa
Association of Heads of
Independent Schools of Australia



THE UNIVERSITY OF
WESTERN
AUSTRALIA



GENAZZANO
FCJ COLLEGE



MAZENOD
COLLEGE

Guildford Grammar School
WESTERN AUSTRALIA

Why are we here?


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

Former female staff at Sydney's elite Cranbrook School warn of 'toxic' culture as it prepares to go co-ed

Four Corners / By Louise Milligan, Amy Donaldson, Dylan Welch and Katri Uibu
Posted Mon 4 Mar 2024 at 3:32pm, updated Tue 5 Mar 2024 at 8:55am



Tuition fees at the exclusive school are \$46,000 for a year 12 student. (Four Corners: Nick Wiggins)

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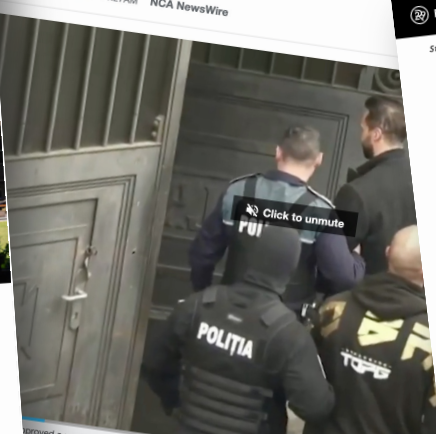
abc.net.au/news/cranbrook-school-coed-b...

Teachers given fluffy handcuffs. Wolf-whistling and orgasm noises on playground duty. An attempted blackmail for nudes. Being told you can expect to be sexually harassed because you're good-looking. Victimisation, a toxic culture, a boys' club. These allegations by former female teachers and staff at Sydney's elite Cranbrook School for boys paint a devastating picture of their workplace. Cranbrook is nestled among Sydney's most expensive real estate. It's the alma mater of captains of industry and billionaires. Its headmaster has been found to be

Australian teachers expose disturbing trend of toxic masculinity in schools

dozens of female teachers have exposed a trend that has pushed many to

deleine Achenza
min read April 4, 2024 - 11:27AM NCA NewsWire



Click to unmute

Female teachers across Australia are exposing a disturbing trend

A Burning Blazer Is The Latest Call For Action Against Toxic Masculinity In Elite Schools

ALICIA VRAJAL
LAST UPDATED 4 NOVEMBER 2021, 1:47 PM

This article discusses suicide and self-harm in a way that could be distressing to some readers.

A photographer has spoken out about homophobia, transphobia, toxic masculinity and misogyny within elite boys' schools, citing his own experience while attending St Kevin's College in Melbourne.

James Robinson, who graduated from the high school in 2013, took to Instagram in the wake of fellow former student of the school AFL player Jordan De Goeij's recent arrest in New York over assault allegations.



Robinson said on Instagram that he broke into his old school's grounds and set his school blazer alight as an act of protest against the "patriarchal culture" he said he observed during his teen years there.

'Boys at Britain's elite schools know they can get away with toxic sexual behaviour'

Survivors of sexual harassment and abuse are calling upon private schools to...

culture. Here, one woman tells her story

Mughina Nani
19 March 2021 - 11:00am



James.pdf
St Kevin's College, Melbourne

Also young, I didn't realise I was in a sexually abusive relationship' | CREDIT: Getty Images

one's Invited campaign, started by Soma Sara, a former pupil at an

To continue reading this article...

View more on Instagram

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

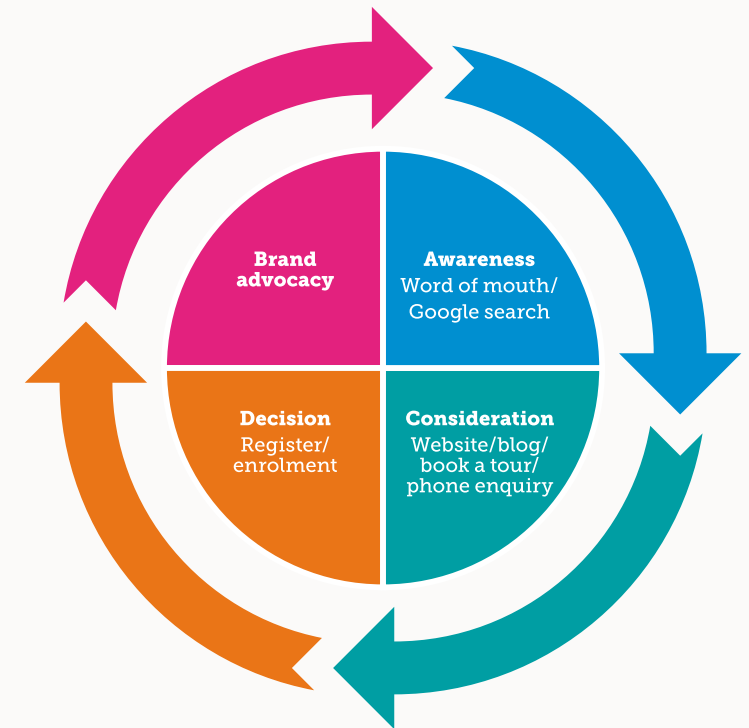
Reason #3

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.

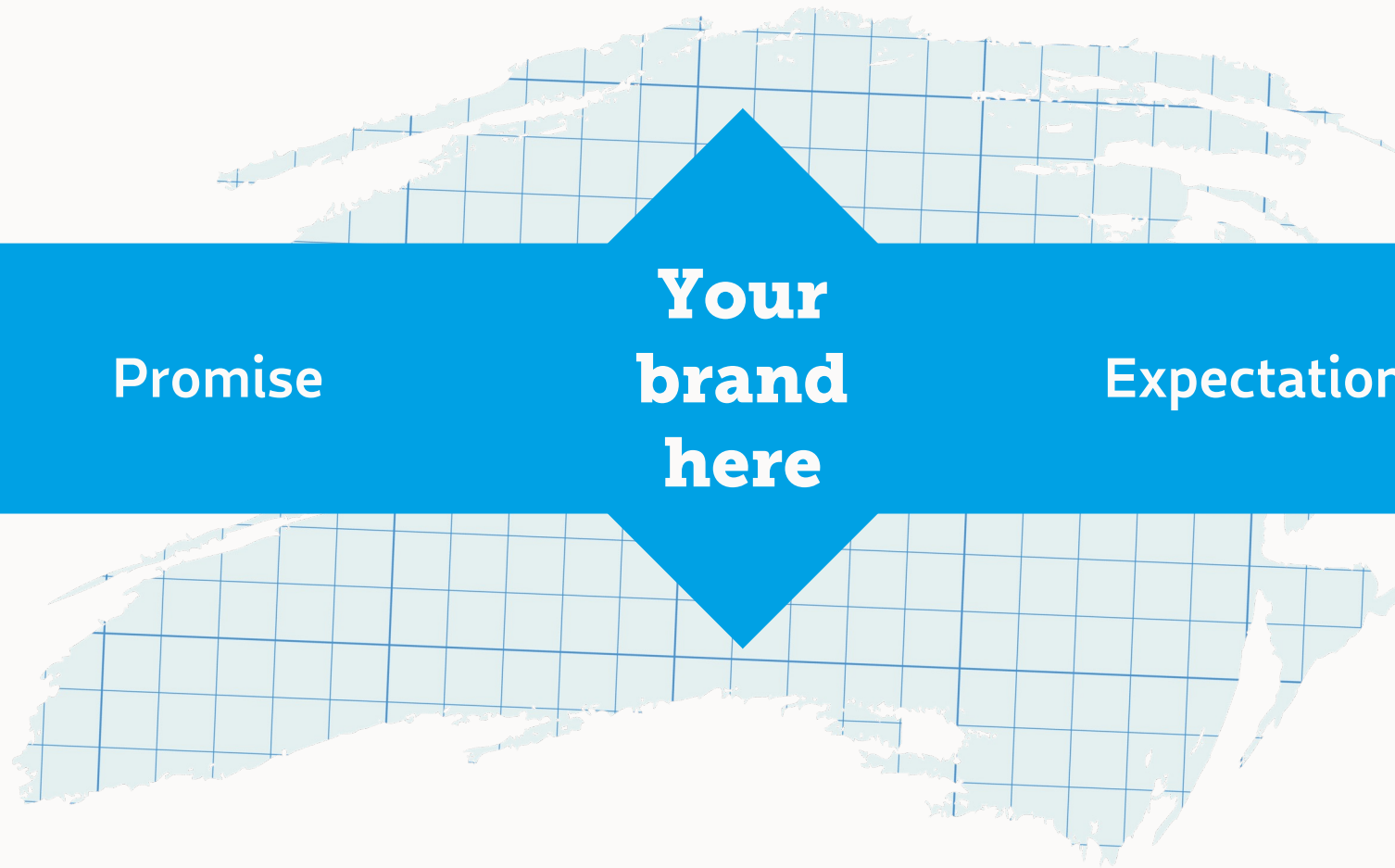
Everyone inside the school is a marketer.

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



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.

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."

Theory Two

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

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

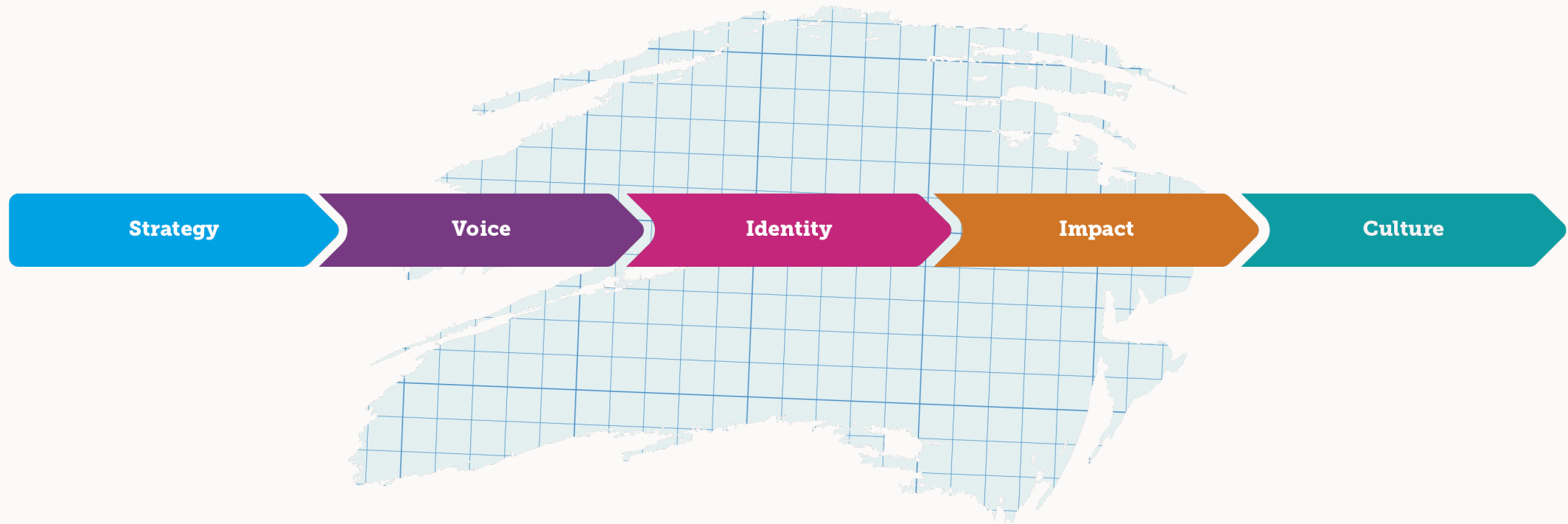
Bland school brands have passed their 'use by' date

Better to be judged than ignored

An amazing differentiator in a world of vanilla



Bold School Brand Framework



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



Discovery



Research



Insights



Brand Voice



Brand Essence



Discovery

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



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

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**

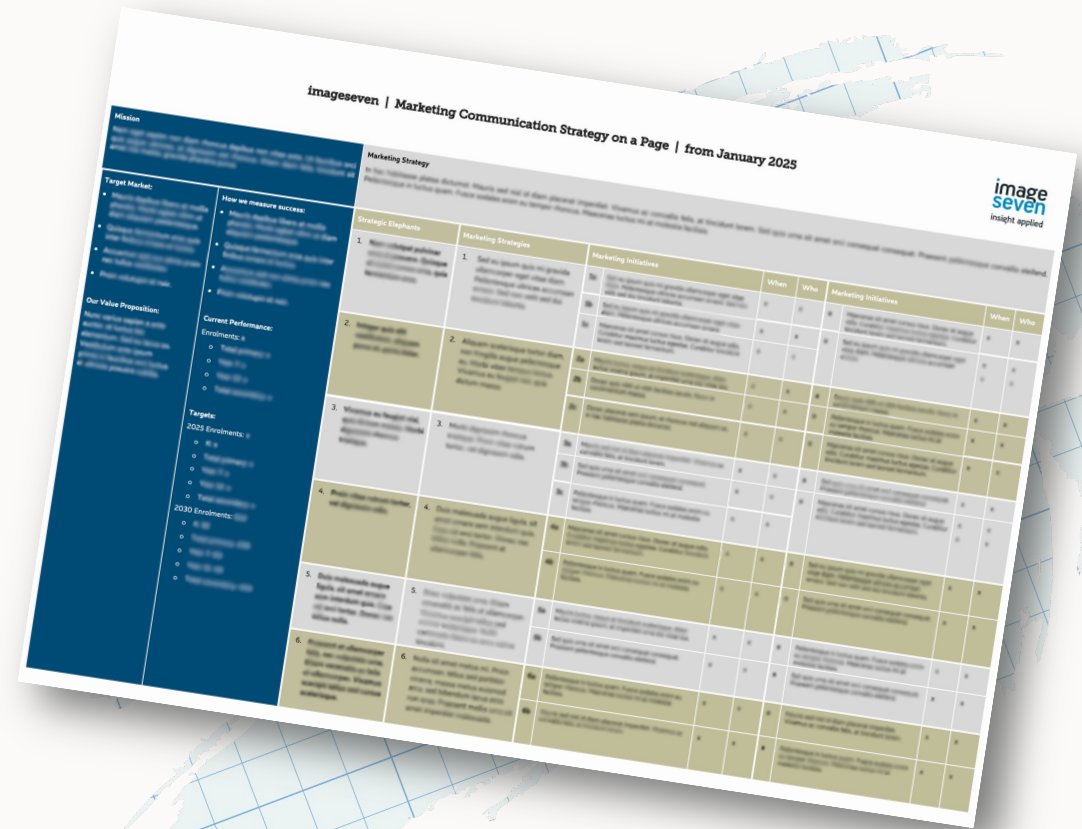
Finally: simplify, simplify, **simplify**



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



Part One: Brand Strategy

Quick Quiz

Question: Which terrifies a school Head most?

Answer A: The suggestion that they must position their school?

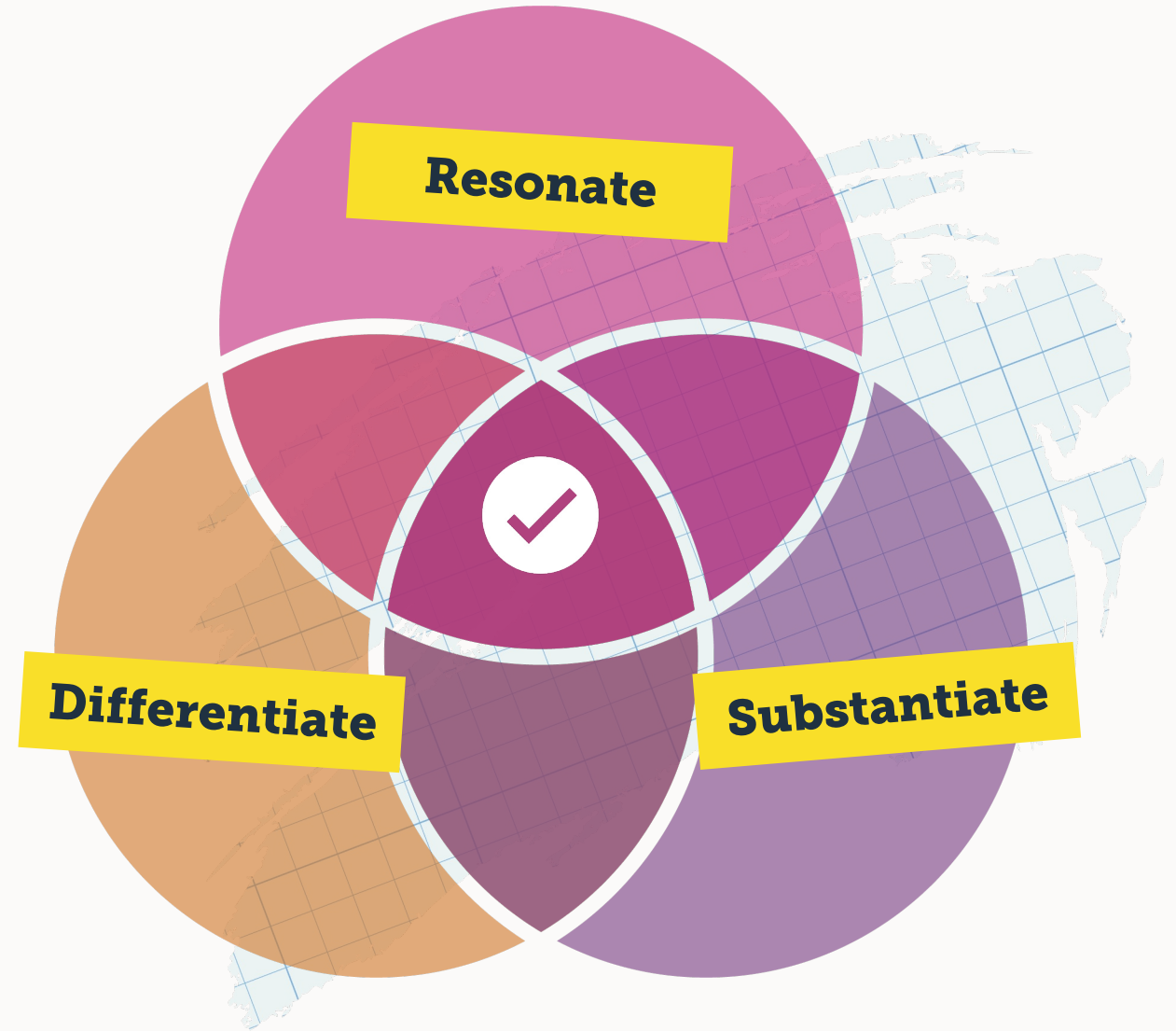
Answer B: The shower scene in Psycho?

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



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**

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**.



Collateral, campaigns and content

1

Collateral

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

2

Campaigns

- You don't have the budget to fully exploit campaigns
- Your school *is* your campaign... but with themes
- Always be recognisable as your school

Collateral, campaigns and content

3

Content

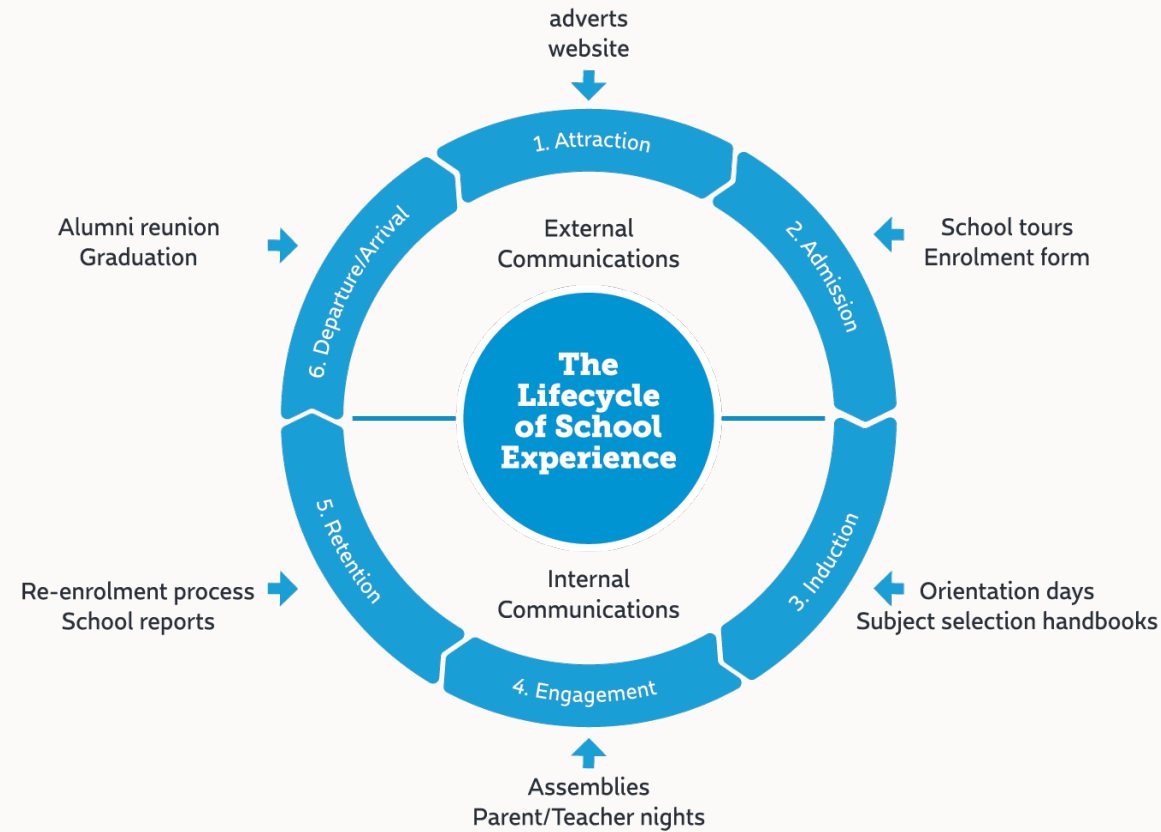
The practice of creating valuable content – news stories, articles, how-to pieces, testimonials, blogs, white papers, case studies, videos, infographics, e-books, and more – to help tell your brand's story

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

- Royal Academy of Dramatic Arts, UK

Part Four: Brand Impact

Experiences at all touchpoints



Credit: [YellowCar]

Websites and digital media

Top 10 digital brand emergencies

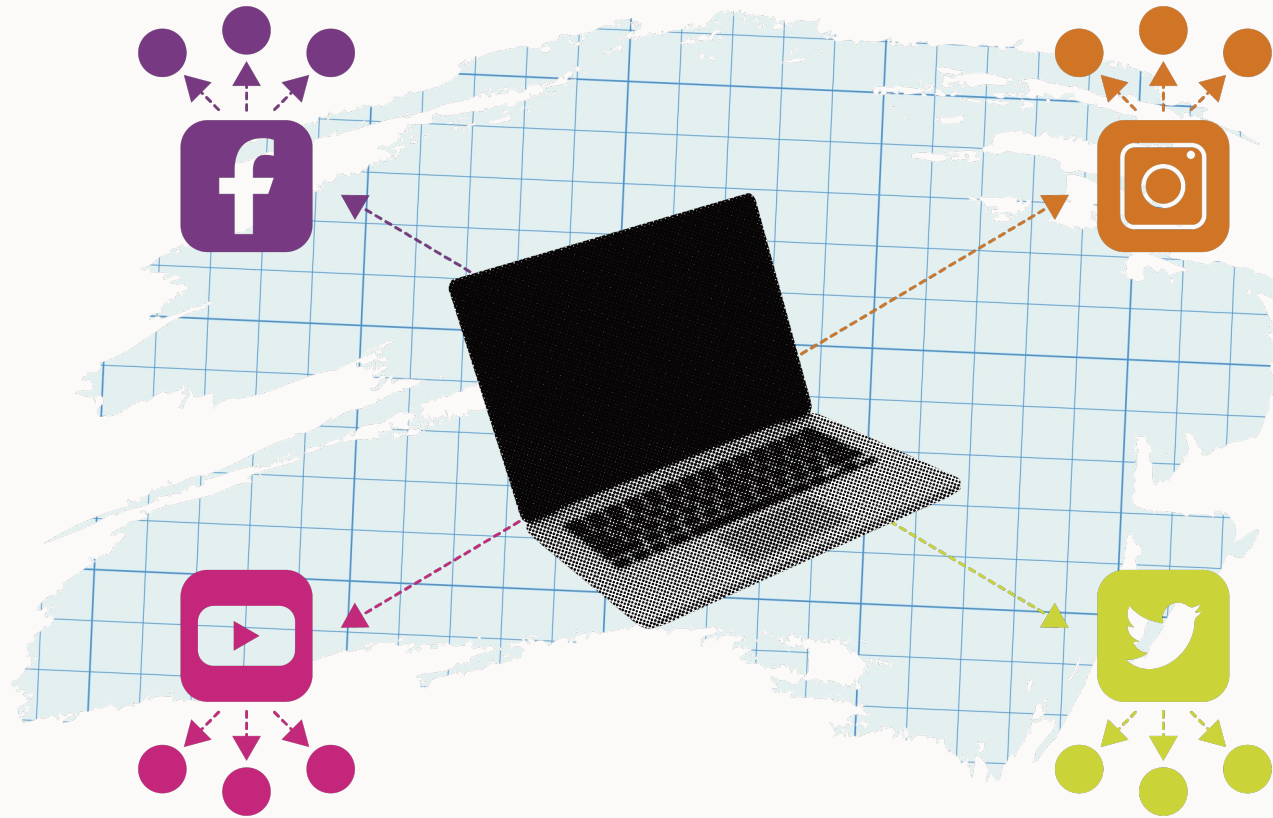
1. It's all about you
2. Ignoring the value you offer
3. Poor-quality content and photography
4. Stale content
5. One-way communication (feedback and landing pages)
6. Not responsive
7. What do you want me to do? (CTA)
8. Elevate your people and processes
9. Invisible to search engines
10. Nobody is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

Part Four: Brand Impact



Part Four: Brand Impact

Don't build your house on rented land



Internal culture and rollout

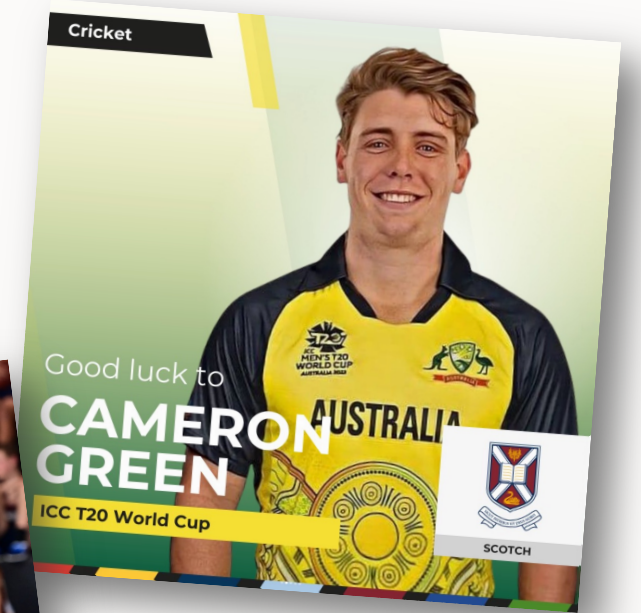
1. Internal culture and rollout of your new brand
2. Expect some resistance
3. Your launch and roll out plan should not be an afterthought
4. All marketing starts on the inside
5. Keep staff fully informed with access to brand execution tools (style guide)

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?



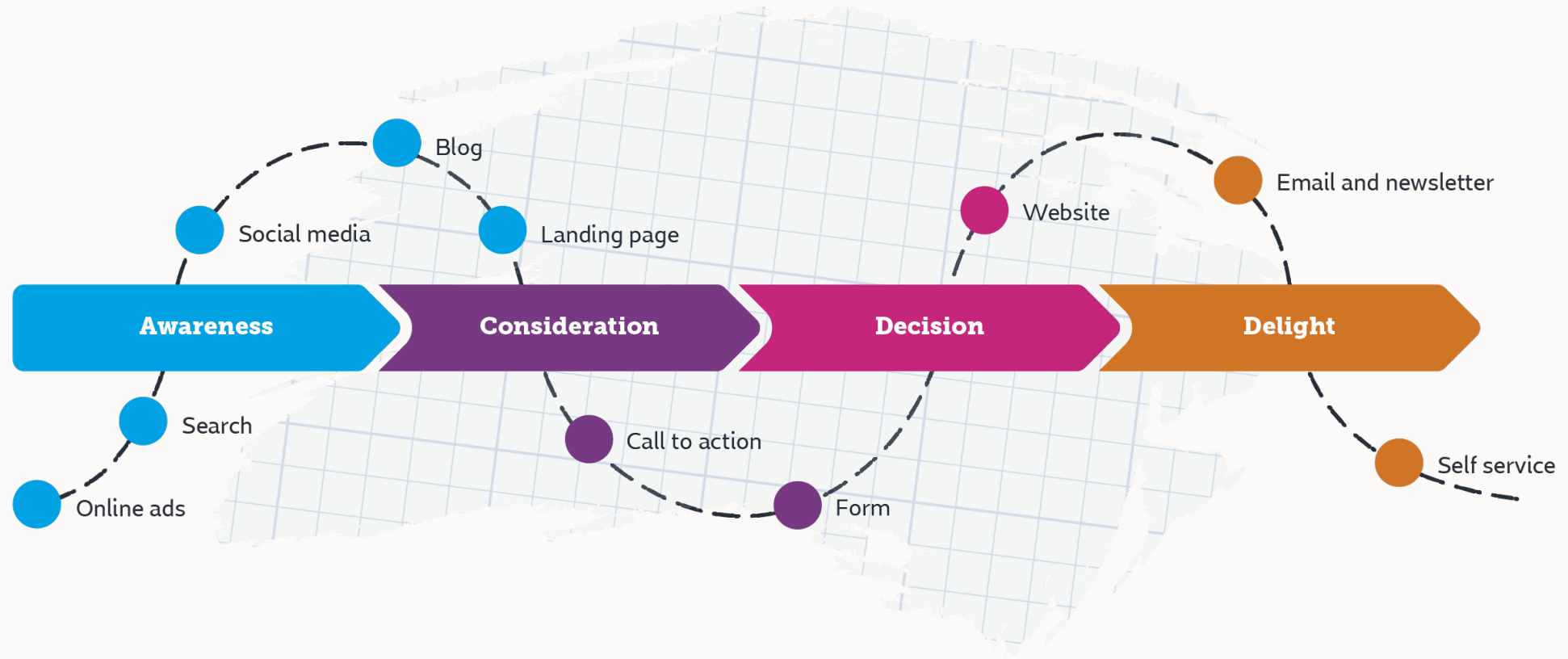
Part Five: Brand Culture

What is the experience of your brand?

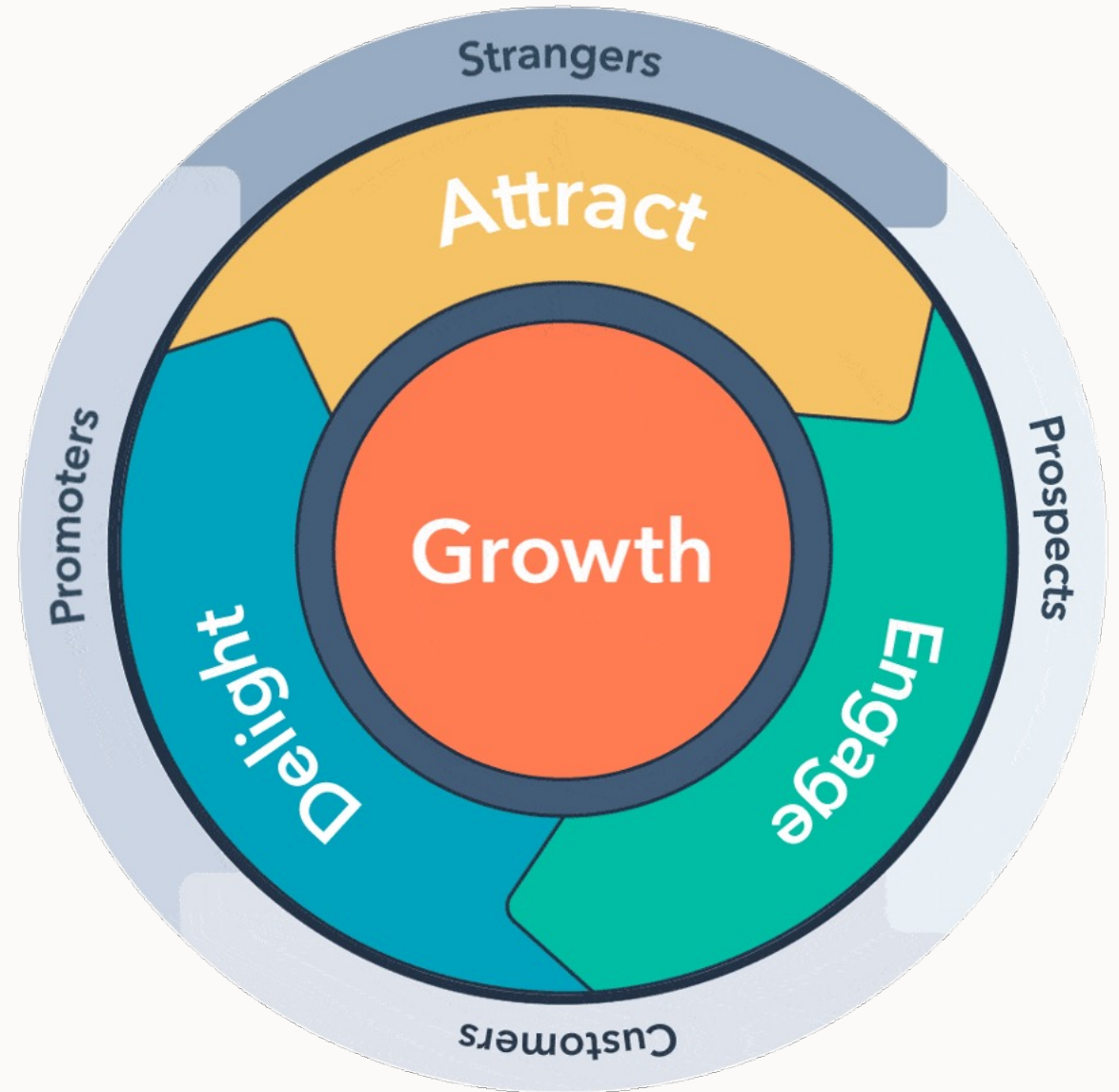


The Scots College
Sydney Australia

Prospective parent journey



The virtuous circle



Questions?