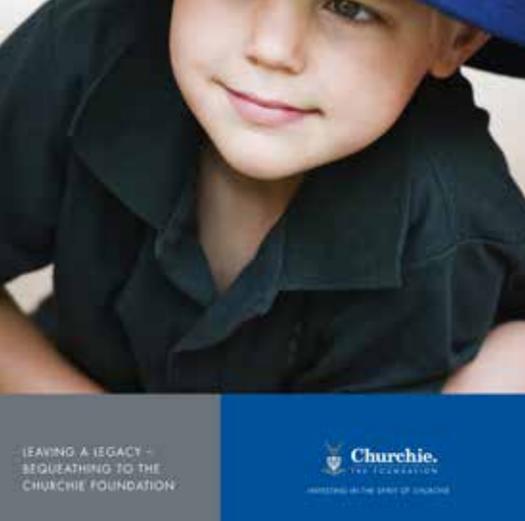


CREATING
AN EFFECTIVE
SCHOOL
MARKETING
PLATFORM





LEAVING A LEGACY -
BEQUEATHING TO THE
CHURCHIE FOUNDATION

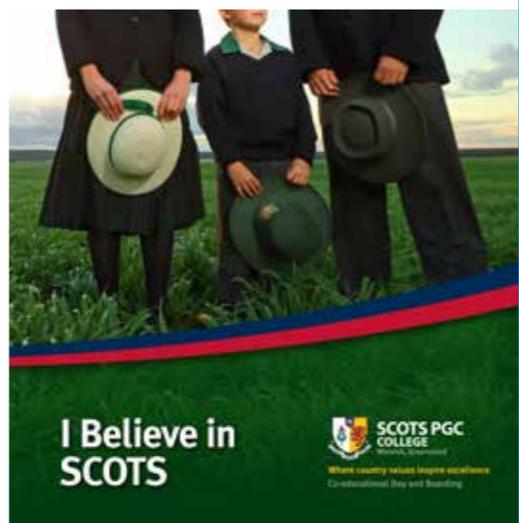


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PROSPECTUS

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An effective school marketing platform has the right brand identity, a well-planned marketing strategy, marketing campaigns in action, an online strategy that is performing, publications that are impactful, events that have strong attendances and enrolments to capacity.

HOW IS YOUR SCHOOL TRACKING?



At Design by Look we can help you with all of your school's marketing requirements and partner with you to achieve effective results. Take a look at how we can help.



CLIENT:
SCOTS PGC COLLEGE

PROJECT:
BRAND DEVELOPMENT

01 BRAND STRATEGY

Positioning your school with the right brand identity to reflect your school's values and essence is the foundation to a successful marketing platform. We can help you articulate your brand strategy with the right school tagline and branding. Getting your crest and logo identities right are key, along with signature school colours and icons.





CLIENT:
STUARTHOLME SCHOOL

PROJECT:
VARIOUS MARKETING ELEMENTS

02 MARKETING PLANS

Developing and implementing a marketing plan that achieves your goals is key to attracting prospective students and communicating effectively with your school community. We can assist you with strategic ideas, action plans and budget management.



03 THE RIGHT VISUALS

A photo tells a story and can deliver an emotional connection to your target audience. Owning your own photographs and videos sets you apart from your competitors. We can help you develop your own photo library for use in all of your marketing and produce a school video for your website.





CLIENT:
SCOTS PGC COLLEGE

PROJECT:
BILLBOARD

04 EFFECTIVE ADVERTISING

Advertising that is integrated across your marketing mix, uses the right channels, is on message and is cleverly designed can really drive results. We can help you navigate the right media to get the best outcome.



CLIENT:
STUARTHOLME SCHOOL

PROJECT:
SCHOOL PROSPECTUS

05 IMPACTFUL PUBLICATIONS

Design is critical to making your publications seen and read. Through superior design we can take your publications from zero to hero and drive enquiries, website visits and word of mouth. We are also specialist writers ensuring your communications entice both students and parents.





CLIENT:
ST JOHN'S LUTHERAN PRIMARY SCHOOL

06 WEBSITES THAT DELIVER RESULTS

Websites are your biggest marketing asset and as such need to be well designed, well written and functional. We have extensive experience in creating and developing websites for school communities that reflect specific needs whilst being cost effective.



07 COLLATERAL THAT'S ON BRAND

Ensuring your marketing collateral speaks the same brand story as the rest of your marketing is essential. We can help you with your prospectus, brochures, yearbook, quarterly magazine, advertising, digital media, email marketing templates, stationery, signage, promotional materials – even your uniforms.

CLIENT:
THE SPRINGFIELD ANGLICAN COLLEGE

PROJECT:
BRAND COLLATERAL





CLIENT:
CHURCHIE FOUNDATION

PROJECT:
BEQUEST BROCHURE

08 GROWING YOUR FOUNDATION

We can work with you to grow your Foundation and understand the nuances of fundraising, direct mail and special events. Importantly, we know how to integrate your brand with this important part of your school's operations.



09 SCHOOLS WITH A POINT OF DIFFERENCE

We've worked with some of Queensland's leading schools to help them stand apart from their competitors and give them a real point of difference.



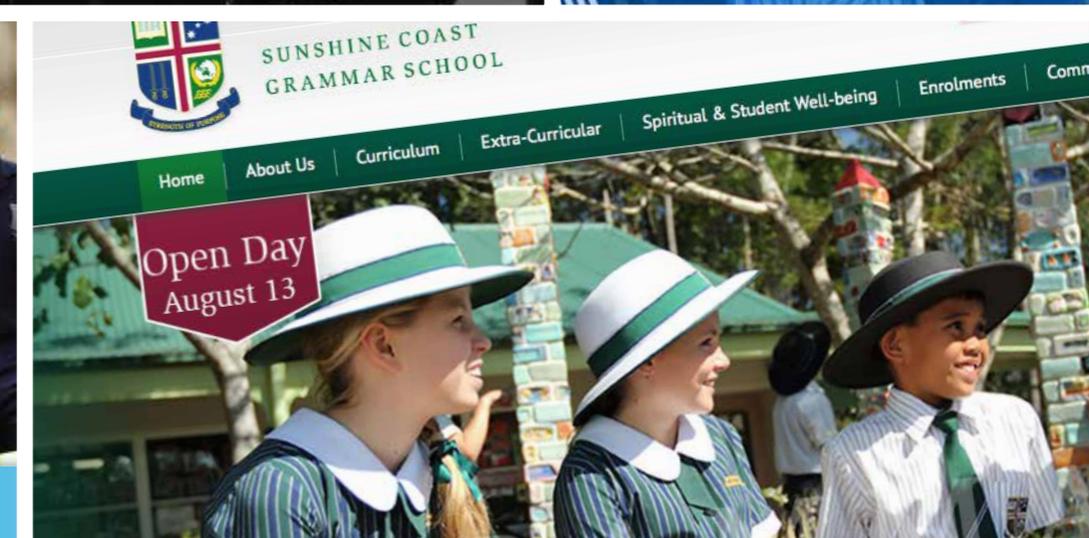
10 FREE MARKETING APPRAISAL

We are Branding, Marketing and Design specialists for schools, campuses and Colleges, and we'd be happy to meet with you and give you a free marketing appraisal and develop a proposal for your school's marketing needs.

Contact Brady: **P:** 07 3394 8595 or

E: brady@designbylook.com.au

or Anita: **P:** 0434 485 520



Designing effective visual communications
that connect clients with their target
markets, enabling confidence and security
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