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OBJECTIVES

1. Create a campaign that will set Wilson School apart from its competition and inspire a new and exciting narrative with the audience.
2. Increase general brand awareness among the target by 5% through advertising/marketing initiatives.
3. Increase total school visits in one calendar year by 7% and Fall Open House attendance by 11%.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • The oldest formalized early-childhood education program in St. Louis (since 1913) • Educators have, on average, five more years of teaching experience than the national average for independent schools • “Integrated curriculum” — multiple subjects taught in conjunction with each other • Students have full access to current technology i.e. iPads, interactive digital whiteboards, a full Mac lab, etc. • 8:1 student-teacher ratio — more opportunities for individual attention than the average Missouri school • Accredited and affiliated with several national and international educational associations • Consists of multiple students from varying backgrounds and diversities • Alumni are routinely accepted to prestigious college-prep schools, as well as Ivy League colleges such as Stanford, Harvard and Brown 	<ul style="list-style-type: none"> • Might need to overcome the intimidating image commonly associated with most private schools • Communication with administration seen as lacking at times • Lack in diversity among students • Minimal social media presence – only 453 likes on Facebook, no Twitter account • Weak in general communications/marketing
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Most of the competition uses the same marketing models and branding – opportunity to stand out • High prestige in the community make it amiable to prospective parents, which makes them more likely to consider it for their children • Already has a social media presence • Rich history with and understanding of its surrounding community 	<ul style="list-style-type: none"> • Just down the street from the main competitor, Forsyth School; boasts a larger campus and enrollment numbers • Its current branding and marketing strategy is similar to the competition • There are multiple other prestigious public schools that cost nothing

RESEARCH INSIGHTS

1. Our target is very particular about where their children will go to school and *want nothing short of the best for their child's education.*
2. Parents want an education for the child that will *prepare them for success* in an ever-changing world.
3. Our target wants their child to be *understood and challenged by a school*, ultimately preparing them to be high-achieving adults.

Top reasons why parents choose to send their children to private school:

Better learning environment – 85%

Better education – 81%

Smaller class sizes – 81%

More individual attention for child – 76%

Better preparation for college – 63%

TARGET

Our target is parents, ages 29-45, of kids pre-k – 6 who are looking for an exceptional education for their child. Mom is the key decision maker and researcher about education. She is able and willing to spend a large amount for her child's education.



ELLA, THE EDUCATION AND ENVIRONMENT FOCUSED MOM

Ella is Caucasian, 32 years old, and a stay-at-home mom who lives in a wealthy St. Louis suburb. She is currently looking for the right pre-k - 6 school for her first child — somewhere she knows will provide a learning environment that will help him grow into a successful adult.

Ella does a lot of research online and talks to friends and family who have children in private schools in the area.

CARA, THE CLASS SIZE FOCUSED MOM

Cara is Caucasian, 43 years old, and a nurse at a private practice who lives in a middle class suburb. She is a single mom. Cara has an 8-year-old daughter who currently goes to a public school, but isn't happy with its lack in individual attention provided to students.

Cara has recently started searching for private schools to send her daughter for the next school year.



CINDY, THE COLLEGE PREP FOCUSED MOM

Cindy is African American, 38 years old, and a project manager at a large corporation who lives in a wealthy St. Louis suburb. She has two children, one who is in 7th grade at a prominent private school, and one who is going to start pre-k in the next year. She is currently looking for a new private school to send her youngest to, since she wasn't happy with the one her oldest went to. Cindy is looking for a school that will ultimately prepare her child to succeed in college.

RESEARCH AUDIT

	<i>Wilson School</i>	<i>Forsyth School</i>	<i>Academy of the Sacred Heart</i>	<i>Andrews Academy</i>
<i>Grade Levels</i>	PreK – 6 th	PreK – 6 th	PreK – 5 th	PreK – 6 th
<i>Coed/Unisex</i>	Coed	Coed	Coed	Coed
<i>Enrollment</i>	200	388	443	134
<i>% Students of Color</i>	31%	26%	6%	21%
<i>Social Media</i>	455 Facebook likes	831 Facebook likes Forsyth School App	901 Facebook likes Vimeo, YouTube, LinkedIn	27 Facebook likes
<i># of Teachers</i>	26	29	45	19
<i>Student/Teacher Ratio</i>	8:1	13:1	12:1	8:1
<i>% of teachers w/ advanced degrees</i>	*Majority	74%	60%	
<i>Annual Tuition (2014/15)</i>	\$16,760	\$18,096	\$16,815 - \$19,165	\$11,680

<i>Oak Hill School</i>	<i>Rossman School</i>	<i>Rohan Woods School</i>	<i>New City School</i>
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<i>Grade Levels</i>	PreK – 6 th	PreK –6 th	PreK -6 th	PreK -6 th
<i>Coed/Unisex</i>	Coed	Coed	Coed	Coed
<i>Enrollment</i>	610	230	111	357
<i>% Students of Color</i>	5%	30%	13%	33%
<i>Social Media</i>	1,205 Facebook likes	259 Facebook likes	190 Facebook likes	1,410 Facebook likes 138 Twitter followers
<i># of Teachers</i>	89	28	17	48
<i>Student/Teacher Ratio</i>	8:1	10:1	7:1	8:1
<i>% of teachers w/ advanced degrees</i>		53%	25%	50%
<i>Annual Tuition (2014/15)</i>	\$15,595	\$17,388	\$16,700	\$16,800

CHALLENGE

The Wilson School is a private educational institution serving children aged three through sixth grade. This client is seeking to differentiate themselves among other high-end St. Louis area private elementary schools. The challenge for Wilson School is standing out in this highly saturated market. Wilson's credence, much like its competitors', is bolstered by its high student-to-teacher ratio, progressive learning techniques, and the collegiate backgrounds of the faculty.

BIG IDEA



Our solution to make Wilson School, quite literally, stand out among the competition is an emphasis on the individual attention and unique education given to each and every student. The campaign, called Stand Out, will feature hand-drawn, colorful artwork and typography that evoke the creative freedom and wonder of childhood. The rich educational backgrounds of the faculty, ranging anywhere from Fontbonne and Washington University to Harvard and Brown, is another key factor in making Wilson School stand out.

Between the high level of care given to students by the diverse faculty and staff, the advanced techniques used therein, and the bright futures of many Wilson School alumni. Wilson School will be an easy decision for parents seeking to let their child stand out in life.

PRINT ADS

STAND
OUT

When it comes to your child's education, you only want the very best for them. You want them to flourish.

What's more, you *know* they will. At The Wilson School, we *do* too.

Let us help.



wilsonschool.com/admissions

Wilson School will have featured print ads in local parenting magazines. These print ads will stand out just like the children at Wilson School. With childlike handwriting and the use of some fun colors they will catch the eye of the perspective parents in the area.

BILLBOARD

A billboard will be used along the highway to catch the eye of parents. The billboard will be an extension of the print ads, with the same look and feel. With a simple “Stand Out” we can make an impact on drivers and continue to have a uniformed brand image.

STAND
OUT



<http://wilsonschool.com/admissions>

ENROLLMENT CHECKLIST

With all of the deadlines and paperwork, getting your child into a great school may seem like a daunting task. Wilson School will send out a helpful “Enrollment Checklist” to make things a little easier. This “Enrollment Checklist” will be full of reminders, information on different financial aid tips, and more! All material will be general information obtaining to the private school enrollment process and the packaging will have the Wilson School logo.

ENROLLMENT CHECKLIST

Thinking of enrolling your child in a private elementary school? This checklist is designed to help you on your search and give you an inside look on what to expect when it comes to applying at a private school!

☐ STEP ONE

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☐ STEP THREE

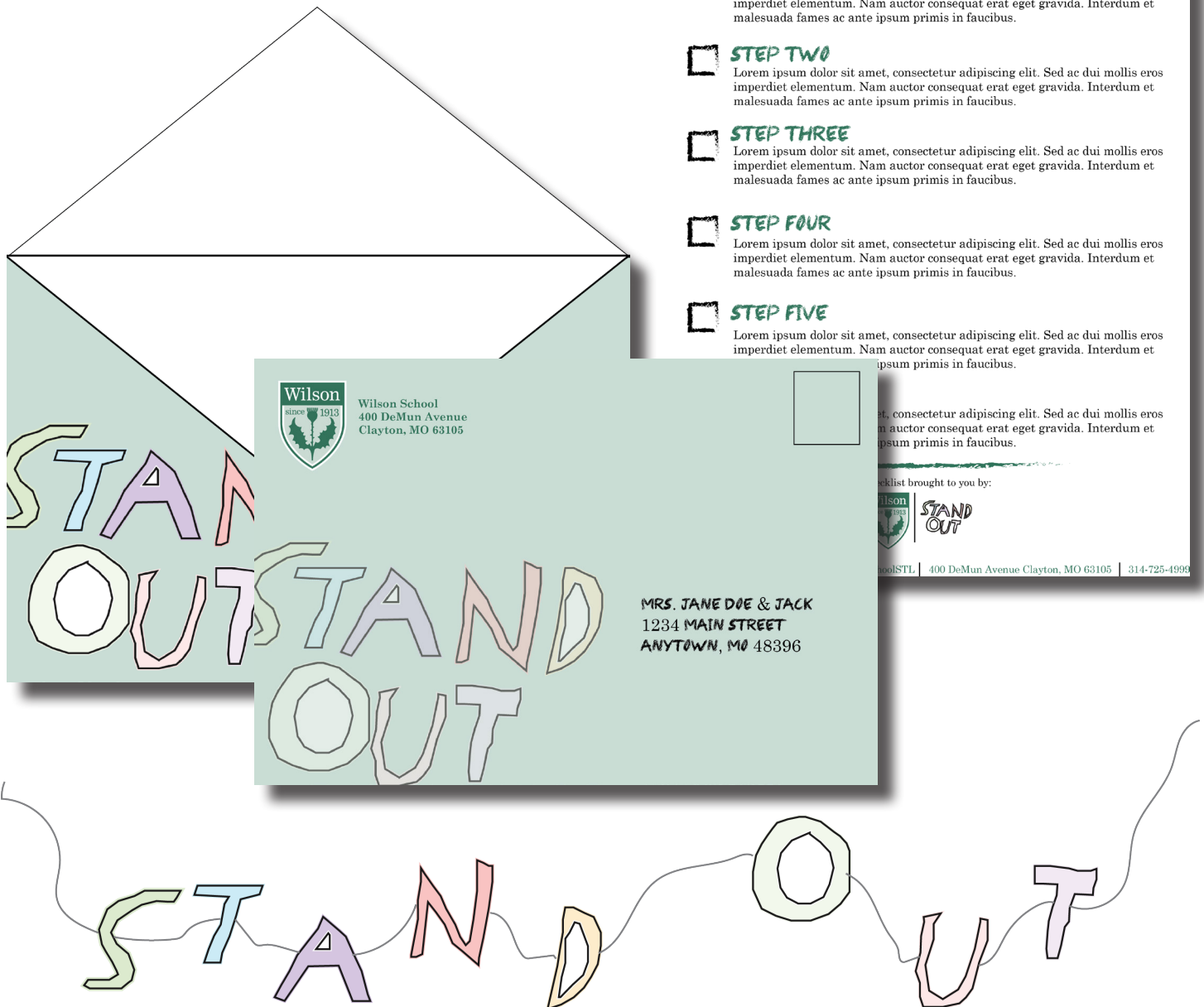
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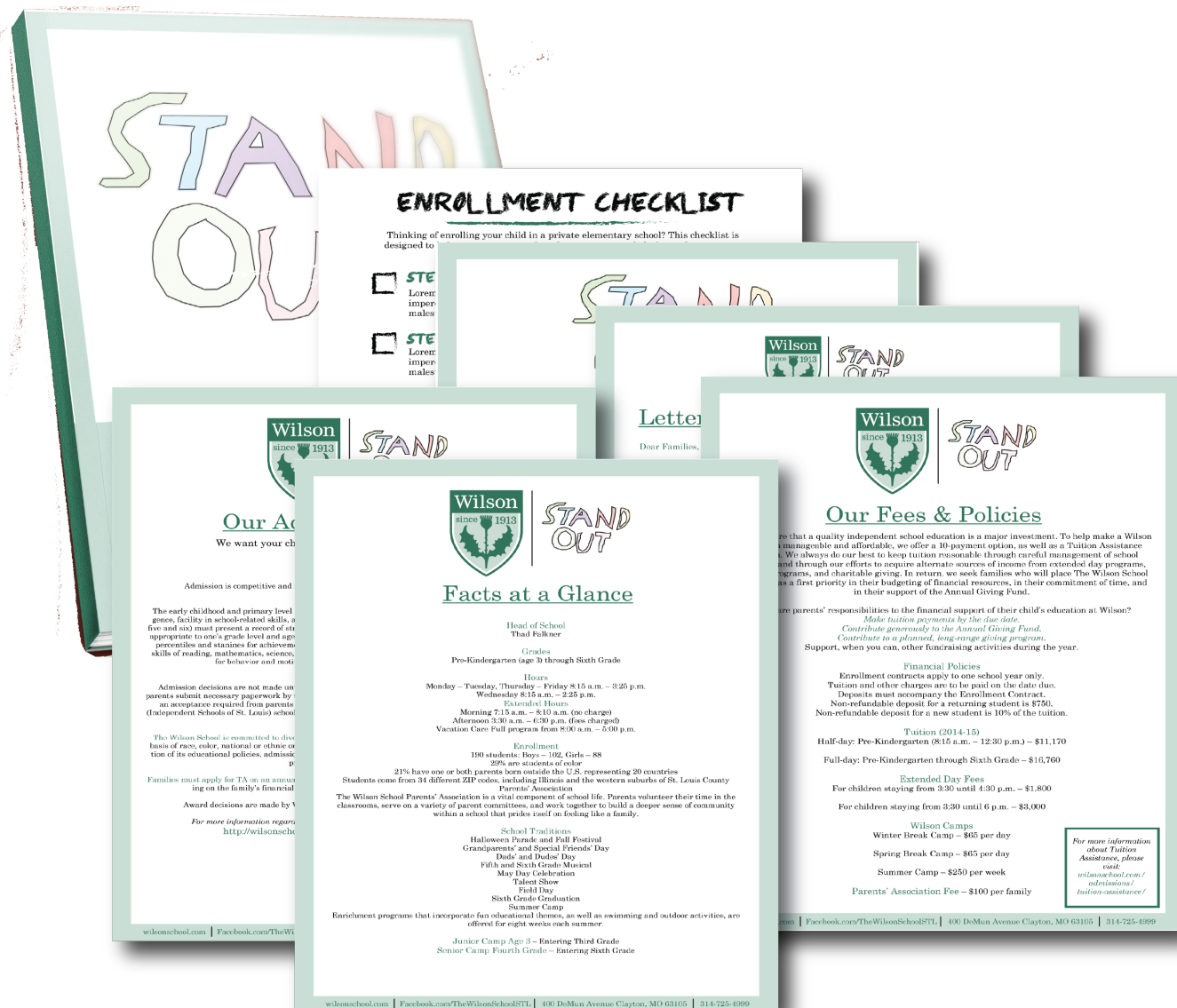
☐ STEP FIVE

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Inside will be a special surprise for the student of the family. A “STAND OUT” garland will give the student something to decorate their play area and reinforce the idea of standing out.

INFORMATION PACKET



Wilson School will send out an Information Packet to all prospective parents who want their children to Stand Out! This packet will be full of valuable information regarding Wilson School's rich history and their commitment to providing quality education. A booklet, enrollment requirements checklist, letter from the Director of Admissions, and a list of deadlines will be included in the packet.

SOCIAL MEDIA



Facebook will be utilized to promote Wilson School through the Stand Out campaign, and provide a platform for parents and teachers to interact with one another. The public Wilson School page will post spotlights of various faculty members as “Teacher of the Month”; these will feature a photograph and very short biography of the teacher, as well as a brief statement from them. The page will also publish various promotional materials and news items relevant or pertaining to the Wilson School. The private Wilson School Facebook group will serve as a channel of communication among parents and with teachers. Frequently asked questions and other talking points can be addressed for discussion. This will not only prove convenient for parents and teachers but also encourage a sense of community among them.

TV COMMERCIAL

The Wilson School TV spot will bring the message of the Stand Out campaign to a wider audience in the greater St. Louis area. Three vignettes of kids who “stand out” are presented, followed by a reinforcement of the Wilson School logo and the Stand Out campaign. This will show parents, and their outstanding children, that Wilson School is the place for them.



Wilson School: “**STAND OUT**” Commercial

Duration: 30 sec.



EXT PARK AND PLAYGROUND

Children are playing on playground. One little girl is laying on her stomach in the grass, observing an ant hill with a magnifying glass. A man in his thirties comes up behind her, smiling at the sight.

MAN

Come on honey, time to go.

LITTLE GIRL

Okay!



CUT TO INT ART MUSEUM

Children run around the halls of an art museum, or sit looking bored. One little boy stands awestruck in front of a collection of paintings, his eyes wide. A woman comes up behind him, smiling, and taps him on the shoulder.

WOMAN

Time to go, darling.

LITTLE BOY

Okay, bye.

He waves goodbye to the painting.



CUT TO INT LIBRARY

Tween-aged students sit at library tables looking frustrated or bored. A boy and girl stand at the farthest table giggle over their stacks of books excitedly.



FADE TO EXT WILSON SCHOOL

Children excitedly run up to the front doors of Wilson School

VOICE OVER

You know your kid is a standout. We know that too..



Logo and contact info appear on screen

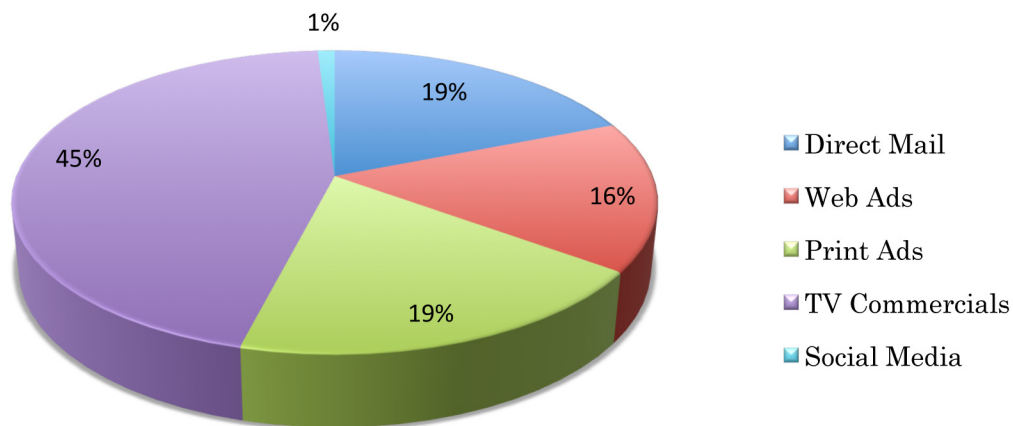
VOICE OVER

Wilson School. Stand out.

END

BUDGET BREAKDOWN MEASUREMENTS

Budget: \$ 214,265



We will evaluate the success of this campaign by measuring the following:

- Total reach and response of direct mail pieces sent out
- Reach of print vehicles ads are placed in
- Reach of TV stations commercial spots are played on
- Amount of new likes, followers and interactions on social media platforms
- Amount of website visits
- Amount of click throughs from web ads
- Amount of open house and general visits

CONCLUSION

The Stand Out campaign will invite discerning parents and their children to join the Wilson School family. Prospective families as well as current Wilson School families will feel encouraged by the emphasis on individuality and the celebration of all kinds of success. These parents already want the very best for their children, and at Wilson School their children will get an advanced education with a personal approach.



STAND
OUT

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