



Case Study: Pippa's Guardians, Worcestershire

Project: Premium Brochure Design & Copywriting

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has helped over
50 schools
UK & internationally!

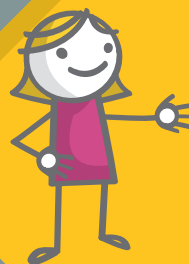
1 THE CHALLENGE

Pippa's Guardians provides a premium guardianship service for students attending UK boarding schools whose parents live overseas. As part of this, they run high-end 2 day induction residentials for families new to boarding. Pippa's Guardians required an exclusive, aspirational brochure for this.



2 OUR APPROACH

Working closely with the MD, the designers and Pippa's Guardians Area Managers, we learned all we could about the induction residential events, their benefits for families and why parents choose Pippa's Guardians over and above other guardianship providers.



3 THE RESULTS

- Created an elegant brochure which conveys the exclusive nature of the event. We adopted a 'text light, image heavy' approach to the brochure content, and incorporated bold, aspirational copy and photography - promoting the most impressive aspects of the course e.g. the high calibre speakers, exclusive venues (Oxford University, Blenheim Palace and more!)
- Renamed the event - from 'Integration Event' to 'Welcome Course' to create a friendlier feel and to convey there is a degree of 'learning' attached to the event
- Ensured throughout that the brochure fitted seamlessly with Pippa's Guardians core brand and marketing collateral.



"Fantastic, responsive, creative and above all very enjoyable to work with. Emily and her team delivered a top-tier brochure whilst exceeding our expectations. I am very grateful to her for all her efforts"

**Ben Hughes, MD
Pippa's Guardians**



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We'd love to work with you too!
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