



Case Study:
Girls' preparatory school, Cheshire
Project:
Open Morning

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

The School were facing challenges around pupil recruitment, despite an affluent (albeit competitive) catchment area. The challenge was to attract a greater number of prospective parents.



2 OUR APPROACH

- Designed a **suite of marketing collateral**
- Developed **key marketing messages** based on USPs
- Optimised the **marketing mix**
- **Enhanced the Open Morning experience for prospective parents** e.g. created a branded school map (shown); pupil engagement; clear signage; premium hospitality; branded giveaways etc.
- **Captured data** and executed follow-up communication activity
- Developed a **school mascot** - Bella Bear

3 THE RESULTS

- 3 families enrolled within just weeks of the Open Morning - value of **£130k**
- 20 new prospective families visited the Open Morning - potential value to the School **£880,000+**
- Value-added **PR and advertising worth over £3k**
- Collateral that positions the School as a **leading independent school**
- **Delighted parents, staff and governors** - quotes overleaf



"Loved what you did for the Open Day - made a real difference in the number of visitors and new parents attending"
Y6 Teacher

"Many more people than previous events"
Y3 Parent

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School Marketing Made Simple

We'd love to work with you too!
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