



# Case Study: Blue Apple Education

## Project: Research

Stickman  
has helped over  
**50 schools**  
UK & internationally!

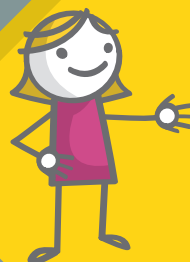
### 1 THE CHALLENGE

Blue Apple Education are school communication and design experts, creating branding, prospectuses, websites, video and more for schools, for nearly 20 years. A lack of internal clarity around their offer however, without a unified strategy, was hampering their new business success.



### 2 OUR APPROACH

Stickman conducted a series of workshops with the Blue Apple team, understanding what they do, how they do it and most importantly, what their clients value about their service. Desktop research was also an important element of the research process.



### 3 THE RESULTS

- Creation of a central belief statement for Blue Apple Education - "unearthing the remarkable" - unified the team, and particularly supported the sales team in their efforts as it gave them clarity when speaking with prospective customers.
- Crystallised Blue Apple's USP and key messages: what the company does that differentiates it from competitors and why it delivers an excellent service to customers.
- The strategy has transformed how the Blue Apple Education team describe the company's offer to customers
- Clear guidance for embedding the recommendations across internal and external marketing channels e.g. digital, events, social media and personal engagement and collateral.



*"Stickman's strategy has transformed how we describe our offer to customers"*

David Limb, Managing Director,  
Blue Apple Education



**stickman**   
School Marketing Made Simple

We'd love to work with you too!  
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