



Case Study:  
**Girls' preparatory school, Cheshire**  
 Project:  
**Open Day Marketing Plan**

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**

- 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**



**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

**stickman**   
 School Marketing Made Simple

We'd love to work with you too!  
 Contact us:  
 +44 (0)161 706 0306  
[hello@thestickmanconsultancy.co.uk](mailto:hello@thestickmanconsultancy.co.uk)  
[www.thestickmanconsultancy.co.uk](http://www.thestickmanconsultancy.co.uk)