



Case Study: King's Worcester, Worcestershire

Project: Research – Focus Groups

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

- Whether to rename one of their prep schools so that it aligns with the other schools in the group
- Gauging parental sentiment around the current name and reaction to a potential change

2 OUR APPROACH

- To visit the school and speak with various groups of parents to get their thoughts on renaming the prep school; to 'dig deep' with them understanding their views
- To 'dig deep' with parents to understand the experiences and perceptions of the school that underlie their views

3 THE RESULTS

- After **listening to the feedback** from parents, King's decided not to rename the prep school
- **Relations with parents stronger** due to them feeling listened to
- King's became aware of **wider parental issues** which needed nipping in the bud

stickman 
School Marketing Made Simple

We'd love to work with you too!
Contact us:

+44 (0)161 706 0306

hello@thestickmanconsultancy.co.uk
www.thestickmanconsultancy.co.uk

"Stickman were so very approachable and knowledgeable. It's great to have nuggets and insight to go on; marketing where you build direction based on fact."

Marketing Director,
King's Worcester