



Case Study: Multi Academy Trust (MAT), Bristol

Project: Multi-Academy Trust Marketing & Communications

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

This Bristol-based, nine school MAT was facing a number of challenges:

- **Low awareness** of, and **mixed messages** about, the trust amongst **parents and staff**
- **Tactical, reactive marketing rather than strategic** - lack of a cohesive approach at both trust and school-level
- **Retaining the individual character of each school whilst communicating their links to the trust**



2 OUR APPROACH

Contracted by Blue Apple Education, Stickman conducted research with parents and staff across the trust and its member schools to understand their perceptions of the trust and to identify gaps in the trust's marketing and communications. We then translated findings into an insight-based marketing strategy. We also ran a mentoring programme with marketing staff.



3 THE RESULTS

- **A clear marketing strategy**, outlining **consolidated steps** for the trust to follow
- The strategy outlined how **member schools should be marketed within the framework of the trust** whilst retaining their own **individual identity**
- **A consolidated set of key marketing messages and a succinct vision and value statement.** Based on parent and staff insight, a 'less is more' approach was adopted, promoting the best aspects of the trust and the benefits of schools being members.
- Key recommendations for **embedding the key messaging and vision & value statements internally and externally** (staff, governors, parents etc.).
- **Upskilled marketing staff** - helping them to implement the marketing strategy effectively



"The strategy helped us to understand where we could make improvements that would really make a difference. The mentoring of our marketing staff was great too. Thrilled"

CEO of the Trust



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School Marketing Made Simple

We'd love to work with you too!
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