



Case Study: Chatmore British International School

Project:

Key Messages Development

Stickman
has helped

**100s of
schools**

UK & internationally!

1 The Challenge

A boutique international School desperately seeking to find 'right fit' families in an increasingly competitive environment. Public perceptions about the School were muddled and damaging as the School struggled to tell a compelling, aspirational and consistent story about their unique offer.



2 Our Approach

Firstly, we conducted extensive research (Discovery Call with the School's senior team, parent focus groups, a marketing audit and competitor review). Using this insight, we carefully crafted 3 key messages for the School that crystallised their unique and beautiful story. Finally, we devised a killer, 4 step plan to ensure their newly-defined story was embedded and brought to life throughout their entire school - BOOM!



3 The Results

- **A truly unique 'offer':** a bold, distinctive and entirely unique proposition that sets the school head and shoulders above its competitors
- **A clear set of key messages:** all staff now clear what the school stands for and how to communicate the transformative effect it has on families
- **Boosted enquires:** zero-cost 'Word of Mouth' strategies mean the school has been able to harness more enquires
- **Confidence to expand:** armed with a refreshed identity, the school is moving at pace with plans for expansion both in the local and international markets



"Finding Stickman was a pivotal moment - the whole School has been uplifted. After 21 years of sifting through the thesaurus, we now know EXACTLY who we are. Thank you will never be enough. We are 'stuck' on Stickman."

**Angela Fubler, Director of
School, Chatmore British
International School**



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