

# Case Study: International (all-through independent school) in Saudi Arabia

## Project: Student Recruitment & Retention

Stickman  
has helped  
**500+**  
**schools**  
UK & internationally

### 1 The Challenge

A well-established international school in Saudi Arabia approached us with an urgent enrollment challenge.

With the next term approaching, the School needed to attract new families into its Early Years provision within an 8-week window.

Although it offered a high-quality Early Years experience, this was not being actively promoted to families in the local community, limiting awareness and enquiries at a critical time.

### 3 The Results

The Early Years Introduction Morning was a big success.

- **19 new families immediately secured!**
- 8 of these for the following term.
- 11 of these for the following academic year.
- Families attended in **large numbers**.
- The School **strengthened its reputation** among families with younger children and built a valuable pipeline.

By focusing on an early, targeted win and leveraging the school's strongest offer, we helped the school achieve **immediate enrolment impact** within a tight timeframe, while also **laying the groundwork for sustainable growth** in Early Years.

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### 2 Our Approach

We proposed an "early win" campaign that spotlighted the School's strongest offer – Early Years – to deliver immediate momentum while laying firm foundations for longer-term admissions growth.

At the heart of the campaign was a carefully designed programme of immersive events that brought the Early Years experience to life. Prospective families stepped into classrooms, met the team, and saw the School's teaching and nurturing culture in action. Each child also received a beautifully branded teddy bear, creating a warm, memorable moment – and an emotional connection that stayed with families long after their visit.

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School Marketing Made Simple

We'd love to work with you too!  
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