

# Dare to Be Different

## Capturing the secret of your school

A Presentation and a conversation  
Brand-Doctors  
& the schoolbrandingexperts



QuickTime™ and a  
decompressor  
are needed to see this picture.

# Capturing the secret of your school

## Effective use of bespoke research and branding skills



QuickTime™ and a  
decompressor  
are needed to see this picture.

Chris Payne  
chris@brand-doctors.com



QuickTime™ and a  
decompressor  
are needed to see this picture.

INSEAD























NSPCC   
Cruelty to children must stop. FULL STOP.



Telegraph.co.uk



## Researcher/Social Scientists

0	1	2	3	4	5	6	7	8
								
		?						:
&	*	+	-	<	=	>	@	\$
								



# Agenda



# BRANDS



# BESPOKE





**EFFECTIVE**



**5 MINUTES**



100 SLIDES



PDF



# BRANDS



Brands occupy a mental space in the minds of consumers



Brands can be repositioned, but it requires an understanding of their 'pillars' so the process is evolutionary and credible



**Alfred Nobel invented dynamite.**

Obituary 'a death merchant'.Erroneously reported as dead.

He set about spending his fortune to set up better obituary, Nobel Peace Prize.





Your schools' secret requires understanding so the imagery/reputation is differentiated and credible



In a market under pressure, 'quality' and endless facts become hygiene and do not distinguish the brand..dare to be different but genuine too



*“Exx new facilities, happy children, all A\* last year, helpful staff, cheaper fees, located in rural/city/ghetto, etc” ..these do not mark the brand*



‘Corporate brand is as important as the product brand  
Corporate reputation contributes more to company market value  
than financial earnings’

*The Company behind the Brand: In Reputation We Trust,*  
(Weber Shandwick)



ZIG WHILST ALL THE REST ZAG



BE TRUE AND DISTINCTIVE NOT ODD



**DELVE, UNCOVER AND ILLUMINATE**



# BESPOKE





# RESEARCH



Gauge happiness, evaluate future plans and locate opportunity



# CLARITY



# CONFIDENCE



# COMMERCE



## A Small Case History



**Large Evangelical Church**  
To teach spiritual growth and develop relationship with God



Wanted to successfully push change through  
But find approach appropriate to audience needs and motivations





**Multiple stakeholders**  
The many versus vociferous few



## Multiple stakeholders

The team, staff, congregation, children, wider community, parents, youth  
and other groups



Explore motivations and perceived priorities  
Outreach, giving, donations and their needs and wants



**Identify and Answer**  
What are dynamics and  
resistances (inevitable)



Focus groups, depths & Congregation Survey  
Participation since engaged  
(Beware 'over niceness' however)



## The Conclusions

Leadership needed to engage with

1. The Satisfied

(growing in faith but need encouragement)

Weekly email/data base and photographed)



## The Conclusions

Leadership needed to engage with  
2. The 'On the Edge...Newcomers'  
Create Newcomers lunch and activity  
Activate Welcome Team



## The Conclusions

Third group

3. Disgruntled

Moved to sister church, more traditional

Replaced by 1 and 2



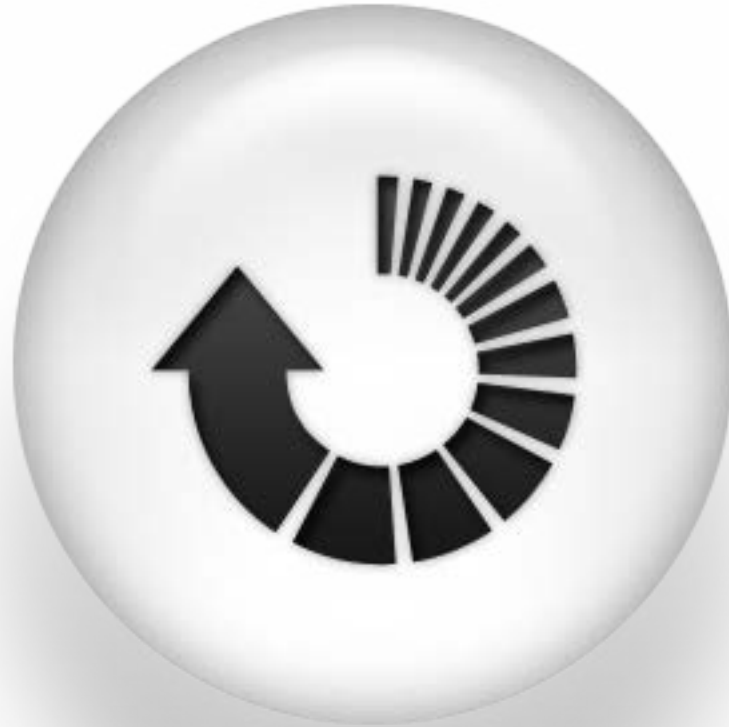


**5 MINUTES**



What's the number one issue for your school right now?





LEVEL OF ENQUIRIES

REASON FOR REJECTION

LOW/HIGH  
APPLICATIONS?

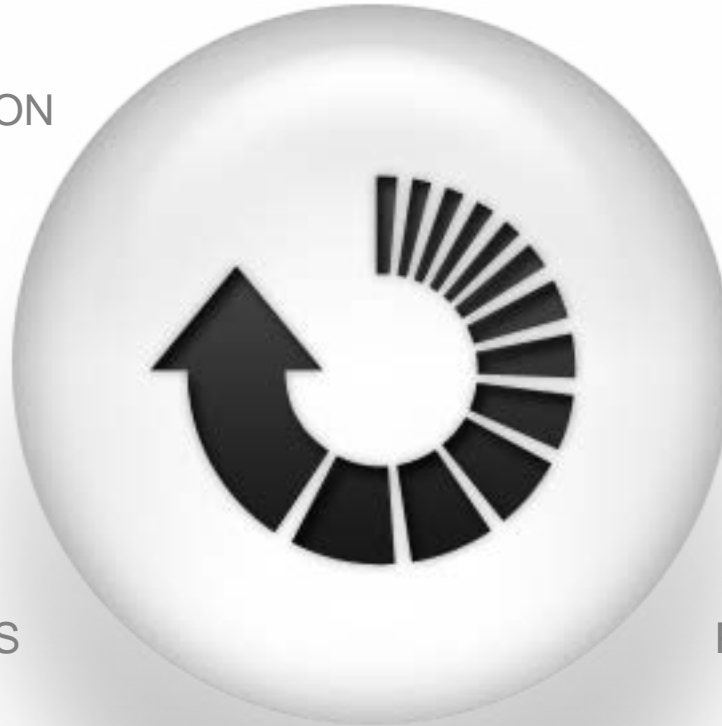
SCHOOL IMAGERY

POOR UPTAKE

LOW AWARENESS  
OR SALIENCE

PARENT REACTION TO  
FUTURE PLANNING?

PUPIL/PARENT  
BRAND EXPERIENCE



Such research will not only answer core objectives but also;



Suggest other actions  
Support hunches  
Provoke new thinking  
Build morale  
Inspire action



Define brand essence  
Describe contemporary relevance  
Show key constructs  
Write the brief..  
For design, PR, ads, web, local activity



# COMMISSIONING





# LET THIS HELP DEFINE OBJECTIVES



LEVEL OF ENQUIRIES

REASON FOR REJECTION

LOW/HIGH  
APPLICATIONS?

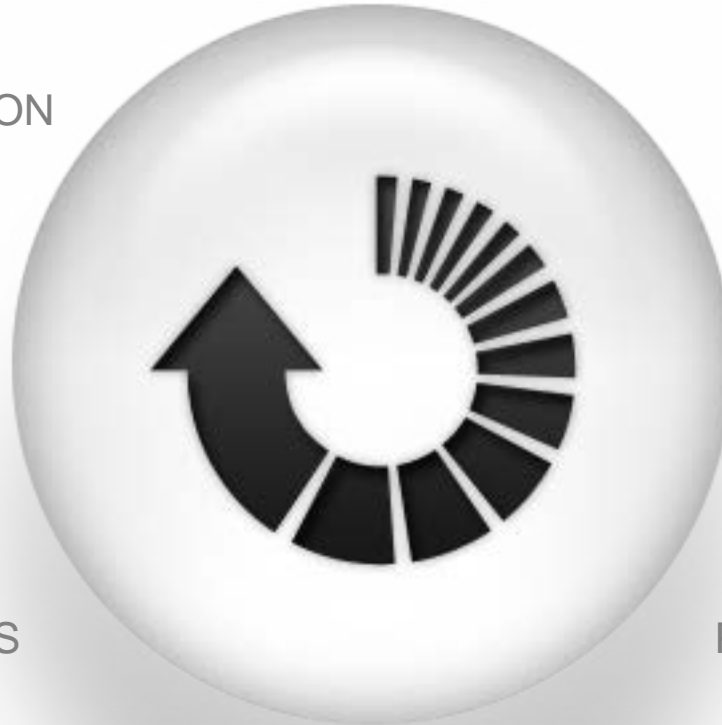
SCHOOL IMAGERY

POOR UPTAKE

LOW AWARENESS  
OR SALIENCE

PARENT REACTION TO  
FUTURE PLANNING?

PUPIL/PARENT  
BRAND EXPERIENCE



Simply put, there are two types



## Qualitative

focus groups, interviews, granular, rich and vivid using relatively small samples; 4-6 groups, 6-12 interviews  
12+ telephone interviews



## Qualitative

Good for intuitive listening, evaluating advertising, design, and a sensitive understanding of marketing and school experience



## Quantitative

Often questionnaire based with large survey samples via web, telephone, even post..



## Quantitative

Allows you to see data trends and gives strong confidence in actions



## The marketing challenge for schools

Parents expectations

Child's not teachers' view may be pre-eminent

Parents give ambiguous answers; seek help





## Final Thoughts



The challenge of research for schools

Chats are not research

(Social science is a discipline)

Skilled interviewing is key; ambassador and interpreter



The challenge of research for schools

Asking parents seems challenging to school

(In fact parents seek channel especially if less vociferous)



## The challenge of research for schools

Research is easy  
(but requires good orderly approach)

Brand skills are as key as research skills



Each school has its own resonance

Values are 'pillars of wisdom'

How promote and capture these is key

Too many school advertisements look the same

Advertising needs to be relevant, not popular



# Capturing the secret of your school - bespoke research & branding skills

Chris Payne  
chris@brand-doctors.com



# Dare to Be Different

## Capturing the secret of your school

And now a conversation  
Brand-Doctors  
& the schoolbrandingexperts



QuickTime™ and a  
decompressor  
are needed to see this picture.