

N E W S L E T T E R O F J W B & C O

JWB&CO wins best prospectus in Australia and New Zealand
for both secondary and tertiary schools

Loreto prospectus case study

JWB&CO WIN ADAPE AWARD FOR BEST PUBLICATION DESIGN.

The award is for the most outstanding school prospectus and branding for Loreto Mandeville Hall Girls' School. With this year being the most number of entrants submitted it is an exciting tribute to both JWB&Co. and LMH.

"School Prospectus judged a winner!



Loreto Mandeville Hall was awarded the National

Publications Award for Excellence for its School Prospectus at the recent Association of Development and Alumni Professionals in

Education Conference (ADAPE) held in Perth. The

prospectus was judged against other schools and

tertiary institutions from across Australia and New

Zealand and was declared a clear winner!"

LMH, Toorak Australia



Loreto Mandeville Hall prospectus 2003/05

It's important to design a prospectus in a way that engages the reader to read on. That makes them enquire further and make an appointment with the principal and registrar. The job of the designer in any marketing effort is to make the reader want to know more -- after that it is up to the product to sell itself. When the audience does not know you from Adam, then your product will live or die on the strength of your publication. Good design is good business.

Please find outlined below some steps we took to provide an effective marketing tool for Loreto Mandeville Hall Catholic School for Girls in Melbourne Australia. I hope you find it helpful.

Cheers, Joe Brooks

"A fabulous prospectus from Loreto Mandeville Hall Girls' School in Victoria won the national award for publication excellence at the ADAPE conference in Perth this month. The prospectus does not contain a single photograph; instead it is illustrated in a beautiful whimsical storybook fashion that depicts the life of the school. Marketing Coordinator, Andrea Halliday, said she wanted to create a distinctive prospectus, something different, with appeal to young girls as well as parents. 'The prospectus is just one part of our branding strategy to raise awareness about the school in a very competitive marketplace' said Andrea, who told me that the school has seen a 25% increase in enrolments over the last 12 months in response to a co-ordinated marketing campaign." Linda Vining, Leader in School Marketing

Problem:

Create a prospectus/marketing document which communicates the ethos of the school in a way that will appeal to both the mother and daughter.

Solution:

JWB&CO was given the task of creating a prospectus for Loreto Girls School in Melbourne, Australia. In developing the concept JWB&CO worked with Andrea Halliday, the marketing manager for the school, and decided on the approach of using illustrations to communicate the ethos of the school. No photographs,-- just beautiful, storybook illustrations to appeal to both portions of our demographic: the mother with young children, and the child. We knew the illustrator we hired would be instrumental to our success, so the choice was made only after careful research. With the images as the focus, our typography needed to be secondary and subordinate so as to not lessen the impact of them.

Result:

Huge awareness and recognition across our demographic.

"It was interesting to watch the progression of ideas and concepts into actual designs and finished product that far exceeded everyone's expectations. The entire Loreto community,

including the Loreto Sisters, School Council, teaching staff, current families and past pupils have provided very positive feedback about the document, and wholly support the new look for all our promotional material." LMH

"Our actual enrolment numbers are very pleasing for 2004 and have exceeded expectations for 2005. Many year levels are full with waiting lists and our numbers for 2006 and 2007 are on track for a similar situation." LMH

At JWB&CO, we now use the illustrations to brand LMH. So all of our communications, whether ads, stationary, internal signage, open day promotions or even a music calendar will have the branding. We are striving to keep it strong and consistent throughout the spectrum of marketing material. This gives our client a great point of difference from the competition and therefore is instantly recognizable and effective.

Both quotes above are from the submission report to ADAPE