

Case Study: Geelong Grammar School, ESE



Jo McGuire, Head of Marketing and Enrolments

Amazing! Yes, very happy with how this is sitting, thank you! Our Principal Rebecca really likes it!

We are really pleased with the creative idea that JWB&CO have developed to support our school's marketing and communications strategy. The concept needed to have breadth and relevancy across our multiple campuses and initiatives, ensuring longevity. JWB&CO has successfully delivered on that vision, providing a solid foundation for future years.

Synopsis

JWB&CO were engaged by Geelong Grammar School to:

- Create an overarching all of school ad campaign concept/idea to relaunch the Geelong Grammar Brand. Initial focus was on the NEW middle school offering for the Toorak campus.
- Create the visuals which would reflect the idea.
- Build out all the campaign assets for the various channels we would be communicating this message down: print, digital [Google, Meta, The Age/Channel 9, Domain Real estate], outdoor [mega bus sides, billboards, street furniture in the form of bus shelters and Telstra phone assets].
- Advising on simplifying the website landing page where traffic would be directed to.
- Create a detailed campaign marketing strategy plan with full demographic analysis to ensure success and target hitting.
- Campaign messaging
- Campaign media and communications management and buy.
- Communications Plan with detailed timings including the bonus placement we were able to ensure based on our supplier relationships.
- 6 month staggered campaign with key four month digital only.

Result Launch:

The client felt assured of success based on the research and demographic due diligence we developed along with the impactful creative and message to parents, Exceptional Starts Early.

Channels:

We developed a multi channel six month ad campaign across:

- Billboards, which fell in our key 5k radius suburbs
- Mega side bus, which would move as billboards through and around our key 5k radius suburbs
- The Age - ROS digital, highly targeted and always on awareness building with UTMs to track conversions
- Channel 9 - ROS digital, highly targeted and always on awareness building with UTMs to track conversions
- Domain print

- Domain digital, highly targeted and always on awareness building with UTMs to track conversions
- Google search and remarketing
- Facebook/Instagram - audience look-a-like and remarketing
- Web landing page update and simplification
- External signage to the college
- Regular monthly data reports during campaign to keep client informed
- UTM codes on all digital channels to judge effectiveness and focused reporting.

Net Result:

Expansive brand awareness and top of funnel lead generation was successfully achieved.

As we did not have complete optics from the registrar's point of view throughout the campaign, which would have been nice, it is hard to know at a granular level. What we do know, there was a fantastically significant up-surge to the campaign landing page throughout the overall 6 month and particular the four month digital component of the campaign.

Overarching Idea & brand realignment

Note:

A key point to bear in mind is JWB&CO was hired to develop an ad campaign for just the new middle school, year 7-8 Toorak product, **but upon realisation of the overall impact the NEW idea could have across all aspects of the School, Geelong Grammar School adopted this as a whole of school NEW brand realignment instead.** Not just a years 7-8 Toorak campus ad campaign only.

Rationale & demographics

‘Exceptional starts early’

It is a clarion call to families to join us on the journey of being better than usual... exceptional.

Note: The idea of ‘Early’ is a relative term which means it is an appropriate message to all parent/student segments: ELC Toorak, Timbertop Yr 9 and Corio Yr 10, along the purchasing cycle.

Being first improves the chances of success.

‘The early bird gets the worm’ is a proverb which emphasizes the importance of starting something early to maximize the long term potential outcome.

Cambridge

A saying that means someone will have an advantage if they do something immediately, or before other people.

Quora

Over time, the phrase has come to be used more broadly to encourage people **to take advantage of opportunities and to be proactive in pursuing their goals**. It is often used to encourage people to **be diligent and to work hard in order to achieve success**.

Proverbs are generally true but not always. Another way of saying, “the early bird...” might be **success comes to those who work hard**, or those who start their day early and **with purpose**. This does not always guarantee success.

Summed up

Future success comes to those who prepare well
[GG provides this preparation] **and put in the effort.**

Brief History from website

The independent Geelong Grammar Preparatory School was formally acquired by Geelong Grammar School in 1933 and became known as Bostock House, after Thomas E. Bostock, an early supporter of the school. To assist further with securing enrolments directly from primary school, in 1947 the School also acquired Glamorgan Preparatory School in Toorak, which had been founded in 1887 and operated from 1893 to 1946 by Isabel McComas. A fourth campus, Timbertop, opened in 1953 in the Victorian alps near Mansfield, operating an outdoor education program inspired by the Outward Bound movement.

ELC & Early childhood development

When it comes to early childhood development, it's been said that the most crucial milestones in a child's life occur by the age of seven. In fact, Greek philosopher Aristotle said, “Give me a child until he is seven and I will show you the man.” Why did he say that? The first seven years is inculcating the right knowledge and learning the rest of the child's life is an expression of that learning.

The language key for the document

TA = target audience
GG = Geelong Grammar

So what is the big idea?

‘Exceptional starts early’?

What do we mean?

First, let's consider to whom we are speaking.

We are speaking to:

- Primarily women between approx 35-50
- In the top 1-2% income earners
- Live in a 5k radius of the S Yarra/Toorak
- Drive cars well in excess of 150k
- Live in 3-5+mill homes
- Wear the best clothes
- Send their kids to the best schools
- Expect to pay for the best
- Do not have a problem paying more to get the best
- Have worked for their success, income and lifestyle. In most cases it was not just handed to them they earned it through hard work and determination.
- Know what success looks like, how to achieve it and value it greatly
- Value: quality and exclusivity ie luxury travel, high-end fashions, gourmet dining... a luxury lifestyle
- Are attracted to brands that offer high-quality which align with their lifestyle
- Live a high-end lifestyle in 30s/40s [our target audience] is a different high-end lifestyle to those in 50s/60s.
- They are upper management, executives, business owners, entrepreneurs
- See GG as a luxury brand in the exclusive English Eton school model and brand
- Read premium lifestyle mags
- Drive high-end auto brands
- **Value prestige**
- Fly first class or business
- Visuals & messaging should **exude class** and **sophistication** - emphasizing the unique features and exceptional quality of your product or service

- **Understated elegance**
- It's about being subtly persuasive rather than overtly salesy.
- **Exclusivity / sophistication / exceptional craftsmanship /high value - unique appeal**

Some examples of the top luxury brands:

Top 15 most popular luxury brands 2024
Dior, Gucci, Chanel, Louis Vuitton, Hermels, Rolex, Prada, Tiffany, Versace, Burberry, Balenciaga, Swarovski, St Laurent, Omega, Armani

- The TA is seeking more than a product. Seeking prestige, status an experience

What are other Luxury brands doing

Louis Vuitton

- Strategically chooses celebrities to align with its brand values
- Simple and sophisticated
- Brand is well known, messaging is short and highly visual

What about the idea and how would it look?

Cambridge Definition

'Exceptional'

much greater than usual, especially in skill, intelligence, quality, ability

- Can we deliver on this claim?
- If so, how are we? Facts?

'Early'

- relating to or occurring near the beginning of a process, series, or time period, or before the usual, expected, or planned time

1. Early implies a **sequence or order of things** as being near the front or start of something or even the first. This idea is important to your TA who value prestige. Being first or near the first implies prestige. Like Harvard who trade on being the first university in America - prestigious.

This idea can be used to speak to Timbertop or co-education or the school more broadly ie being the first independent grammar school in Victoria. For the Foundation it could be the highly esteemed alumni who are first in industry or politics or sport or medicine or ???

2. Early implies **time**. Time in a person's life ie early years by age or time of day, ie early in the morning.

This idea can be used to promote the younger years - the ELC or primary years like the Toorak or Bostock Campuses or the start of a learning program only GG have like Timbertop or ???

3. Early combined with the word 'starting' implies **working hard, proactive, sacrifice, purposeful, diligent, committed, determined, consistent** [ie the attitude of 'we are going after the opportunity rather than waiting for it' - to achieve something

better something in the future - education is a down-payment on the future.] which leads to success and something better, ie the early bird gets the worm.

4. Early in the morning or early in a life.

Early in a life is about setting the right principles for future success early on which will be with the student all their lives - it starts early. This is an all of life proposition. The right foundation for the future.

The ad campaign concept is all about GG working hard to provide a high-end, hand-crafted, **exceptional** quality educational product.

The idea is we work hard for parents... for families to hand-craft the best education for their son or daughter. This starts in the early years ELC and continues throughout the educational journey to year 12 and beyond [setting the right habits for future successes].

The over arching idea can cover many parts of the school from ELC, to primary, secondary and on into the alumni years as noted.

What does this look like as an ad campaign?

Time as visual focussing on different GG brand products which align with TA. We want to focus on the products which align as closely with what the TA would expect of a luxury product.

- **Academic/pastoral care** - global idea across all age brackets across the GG community
As **teachers** we get up early [time] to structure the day showing hand-crafted education and dedication to the task - showing a teacher in the wee hours of the morning, at their desk with a coffee going over the lesson plan- going the extra mile. Working harder than the rest = exceptional. Teachers are the ones who make the **exceptional a reality**. For the Foundation / Alumni it could be about the one teacher who had the most impact on them or their first impressions of ...

- **Co-Curricular Rowing at Corio** the secondary educational product - a luxury activity [not unique, expected]
At dawn - steam coming off the Limeburners Bay during practice session - maybe the coach in the chase boat show teacher/student relationship - hard work and dedication.
- **Co-Curricular Swimming at Corio** the secondary educational product - a luxury facility [not unique, expected]- indoor pool dawn - sun coming up through the glass window
- **Timbertop** - the dark of morning with headlights on their heads heading to breakfast.
- **Co-Curricular Travel to Italy** the secondary educational product- luxury travel [not unique, expected]- getting up early to board a plane or coach to the airport or at the airport at dawn - a group
- **ELC - Early years** Apparel - students with blazer and GG crest emblazoned
- **ELC - Early years** Friendship - students holding hands as the move around the playground
- **Co-Curricular breakfast at Corio**- Breakfast at Corio - early in the morning time
- **Community of learners**
- **Foundatiuon campaign** - Giving starts early
- **Co-Curricular tutor group at Corio** - Early morning tutor group
- Exceptional happens sooner than expected
- Early education programs
- **Early intervention** - well being
- The expectation or invitation for students to become and be exceptional begins when they start at GG - like at Eton. A high bar.

General notes/facts on firsts

- Australia's Eton - part of the school identity and ethos early on - Eton is exceptional and was founded in 1440 when Henry the 6th was King
- Stanley Bruce, one of earliest Prime Ministers of Australia from 1923-29 #8.
- First/oldest grammar school in Victoria 1855
- First/oldest co-educational grammar school 1972
- First Outdoor Education campus in secondary education in Victoria 1953
- One of the First-early all boarding schools in Victoria if not Australia

Synonyms to early

- timely
- first
- quick
- primary
- fast
- recent
- before
- sooner

We wanted to **build on the already well established brand position of Exceptional Education**. Continue the idea of exceptional... build upon it... enhance it.

The Creative roll-out

Outdoor and print




The imagery to reflect the exceptional nature of the school besides the obvious academics...
a pool in a primary school... exceptional.






What does the campaign look like when promoting another aspect of the school like Timber Top?



GEELONG GRAMMAR SCHOOL®
EXCEPTIONAL EDUCATION



**EXCEPTIONAL
STARTS EARLY**

at **Geelong Grammar School.**
We want you to move mountains tomorrow.

[LEARN MORE](#)
www.ggs.vic.edu.au

Digital Component

All Users

Add comparison +

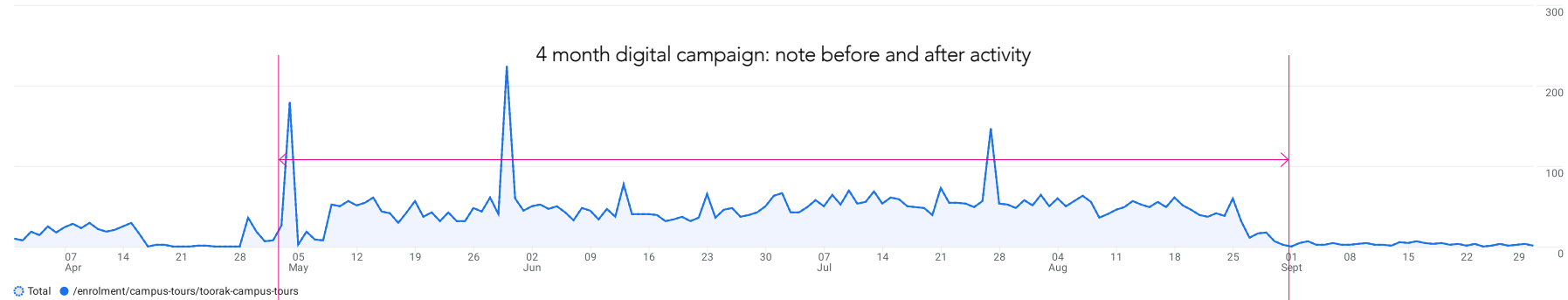
Custom 1 Apr - 30 Sept 2024 ▾

Landing page: Landing page ✓ ▾

Landing page + query stri... ✕

Sessions by Landing page over time

Day ▾



Plot rows

Search...

Rows per page: 25 ▾ 1-20 of 20

Landing page		First user campaign ▾	×	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events ▾	Total revenue	Session key event rate All events ▾
Total				6,531 100% of total	6,154 100% of total	6,086 100% of total	17s Avg 0%	186.00 100% of total	\$0.00	2.01% Avg 0%
1	/enrolment/campus-tours/toorak-campus-tours	ESE_2024_Toorak		3,663 (56.09%)	3,556 (57.78%)	3,556 (58.43%)	8s	36.00 (19.35%)	\$0.00 (-)	0.87%
2	/enrolment/campus-tours/toorak-campus-tours	JWBCO ESE		892 (13.66%)	880 (14.3%)	880 (14.46%)	11s	3.00 (1.61%)	\$0.00 (-)	0.34%
3	/enrolment/campus-tours/toorak-campus-tours	* PMAX Toorak Push 2024		403 (6.17%)	396 (6.43%)	396 (6.51%)	1m 04s	44.00 (23.66%)	\$0.00 (-)	8.68%
4	/enrolment/campus-tours/toorak-campus-tours	elc april		313 (4.79%)	300 (4.87%)	301 (4.95%)	1s	3.00 (1.61%)	\$0.00 (-)	0.32%
5	/enrolment/campus-tours/toorak-campus-tours	(direct)		240 (3.67%)	203 (3.3%)	187 (3.07%)	13s	24.00 (12.9%)	\$0.00 (-)	2.92%
6	/enrolment/campus-tours/toorak-campus-tours	(not set) ⚠		178 (2.73%)	146 (2.37%)	146 (2.4%)	14s	8.00 (4.3%)	\$0.00 (-)	3.37%
7	/enrolment/campus-tours/toorak-campus-tours	* Demand-Gen Toorak Push 2024		142 (2.17%)	129 (2.1%)	129 (2.12%)	45s	8.00 (4.3%)	\$0.00 (-)	4.93%
8	/enrolment/campus-tours/toorak-campus-tours	* Search Toorak Push Competitors + General 2024		131 (2.01%)	128 (2.08%)	128 (2.1%)	59s	14.00 (7.53%)	\$0.00 (-)	8.4%
9	/enrolment/campus-tours/toorak-campus-tours	(organic)		127 (1.94%)	104 (1.69%)	56 (0.92%)	1m 18s	24.00 (12.9%)	\$0.00 (-)	8.66%
10	/enrolment/campus-tours/toorak-campus-tours	* Search Toorak Push Brand 2024		101 (1.55%)	98 (1.59%)	97 (1.59%)	1m 27s	10.00 (5.38%)	\$0.00 (-)	9.9%
11	/enrolment/campus-tours/toorak-campus-tours	open mornings		55 (0.84%)	55 (0.89%)	55 (0.9%)	2s	0.00 (0%)	\$0.00 (-)	0%
12	/enrolment/campus-tours/toorak-campus-tours	* PMAX Toorak Push 2024 HI 30% + v2		43 (0.66%)	43 (0.7%)	43 (0.71%)	1m 12s	7.00 (3.76%)	\$0.00 (-)	9.3%
13	/enrolment/campus-tours/toorak-campus-tours	* PMAX Toorak Push 2024 HI 30% +		35 (0.54%)	35 (0.57%)	35 (0.58%)	1m 20s	3.00 (1.61%)	\$0.00 (-)	5.71%

Note: we were hindered because the client did not wish us to use the 'Geelong College' 'Brand' term in any of the search component ads we ran. We felt this lessened greatly the deeper impact we could have delivered.

ESE Google ad campaign

Campaign Breakdown

Adspend.

\$1000 / spend per month across Google Ads.

Targeting.

5km radius of Toorak/Campus Victoria

Ad Platform/s

Google

Conversion Goals

Whats we're tracking for performance.

Primary Metrics to track (Google will optimise to):

- Form Submits
- Phone Calls from Ads or Website
- Clicks "book a tour" that sends users to "TryBooking"
- Clicks on emails

Campaign Structure

The initial plan of the starting campaign layout. Over time this will change. Total budget: \$1000/ month or \$33/day

\$3/day = SEARCH - Brand Terms including "Timbertop" related

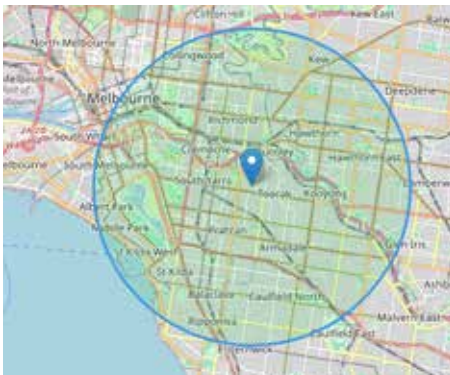
\$10/day = SEARCH - Competitors + General Terms

\$12/day = PMAX - Audience Targeting

\$12/day = DEMAND-GEN - Audience Targeting

Targeting

5km radius Toorak



Approved Ad Copy across all campaigns

Headlines up to 30 characters long - up to 15 variants

Geelong Grammar School: Toorak = 30 char

Discover Toorak Campus

Discover Exceptional

Exceptional Starts Early = 24 char

From Toorak to Timbertop = 27 char

Years 7 & 8 at Toorak = 22 char

Start Year 7 at GGS

Enquire now for 2025 = 30 char

Exceptional Education = 21 char

Experience Exceptional = 22 char

Register for a Tour = 19 char

Pathway to Timbertop

Exceptional Starts Early & Now = 30 char

Start Year 7 at Toorak = 22 char

ELC-Year 7&8 at Toorak

Descriptions up to 90 characters long - up to 5 variants

Timbertop pathway starts early at our Toorak Campus when Years 7 & 8 return from 2027= 84 char

Now a direct pathway to Timbertop from our Toorak Campus, when Years 7 & 8 return= 87 char

Quality co-education from Early Learning to Year 8 in the heart of Toorak = 73 char

Toorak Campus provides a programme that nurtures courage, confidence and curiosity = 82 char

(what you provided was 103 char - slight alteration to get under 90)

Prepare early for Timbertop by joining us in Year 7 and 8 at our Toorak Campus = 85 char

Long headlines - 90 characters long - up to 5 variants

Find out about Years 7 & 8 returning from 2027 at our Toorak Campus = 72 char

Toorak to Timbertop starts early and starts now. Book a Geelong Grammar School tour today = 89 char

For families seeking a place in 2025 - beyond book your Geelong Grammar School tour today = 90 char

Find out more about Geelong Grammar's Exceptional Education = 59 char

ESE Google ad campaign

Google Ads we will run

PLEASE NOTE: campaign landing page =

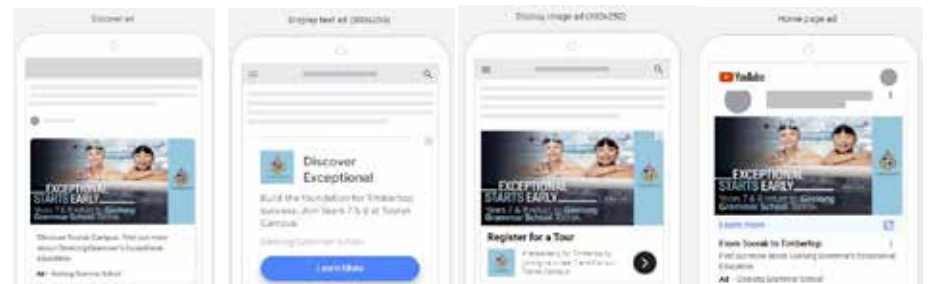
<https://www.ggs.vic.edu.au/enrolment/campus-tours/toorak-campus-tours/>

Search



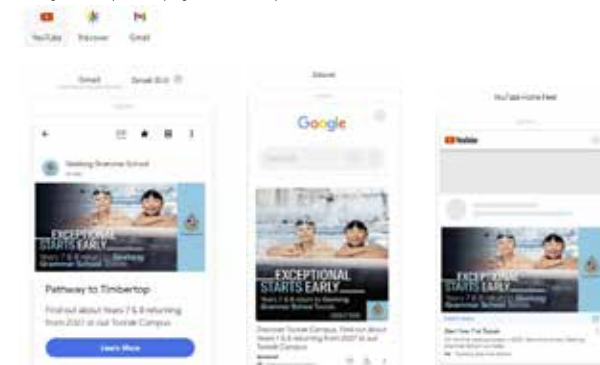
P-Max

Showing on the below placements:



Demand Gen

Showing on the below placements (Google Owned Placements)



Note: we will be adding in supplied images to the P-Max and Demand Gen campaigns

Other Comments
About the Standard
of Work JWB&CO
Execute

Christopher Houlihan, Chief Executive, Mercy Education Limited

I am writing this letter to recommend to you the excellent support and service of Joe Brooks and his team from JWB&Co which was received in their provision of marketing consultancy and project planning for a major change in one of Mercy Education's school's operations. The school, St Aloysius Girls School, after providing an excellent Catholic education for girls, will open its doors to boys for the first time in Year 7 and progress to become a fully co-educational school by 2028..

The simultaneous marketing campaign instilled confidence in the community of the new direction of the school and has engendered significant interest that is now being realised in increasing enrolment enquiries and widespread acceptance of the school transitioning into co-education.

Joe's theme which anchored the marketing project of 'Life is Co-Ed and so are we in 2023' has captured the imagination of the community and the College will build on this to provide a strong foundation for families choosing to send their sons and daughters to St Aloysius College. Joe's work has been instrumental in setting this foundation.

I have no hesitation in recommending Joe and JWB&Co to you for your consideration.

Mary Farrah, St Aloysius Girls College, Principal

JWB&CO have delivered an outstanding campaign for the College moving to co-education in 2023. Their expertise, passion and knowledge displayed flexibility in drafting and editing, all ensuring the very best possible outcome was delivered. They worked very closely with the leadership team, taking the team through every step of the process and ensuring that their voice was both heard and a clear understanding of the information was best implemented. I have enjoyed working with the JWB&CO team, their expertise and professionalism in communication is second to none and I recommend them unreservedly.

April Honeyman, St Columba's Girls College, Principal

I have know Joe Brooks for approximately 15 years during which we have worked together on the creation and development of a College prospectus for two very different Catholic girls' schools in the Archdiocese of Melbourne. In both schools, the development was not only the prospectus, but also a variety of accompanying materials including: letterhead, envelopes, report covers, cards, signs for buildings and advertisements. The whole process was aided by Joe's ability to listen to the basic tenants of the College's point of difference in a crowded market place and to turn these into creative and innovative designs. This ability, along with his personal qualities and attributes, particularly, his skill in engaging persons from all manner of diversity, resulted in a distinctive product of which we were very proud. I would have no hesitation in recommending JWB&CO.

Suzy Chandler, Fintona Girls' School, Principal

JWB&CO have delivered a first class service. They have worked with me and the Marketing Manager to understand the nature of Fintona Girls' School and produced marketing material that reflects our ethos, the students and the community. JWB&CO's creative is modern, vibrant and sends a clear and accurate message regarding the School whether it is about Open Days, VCE results or other initiatives we are undertaking. JWB&CO are very easy to work with and readily fits in with ideas and expectations around deadlines.

David Baker, Former Principal Gippsland Grammar School, Principal of Woodleigh School

During my time as Principal, I have worked with Joe to identify our points of difference and develop a positioning statement for the School. This was a very pleasing and engaging process, in particular, Joe's creative influence was critical in this process. JWB&CO were able to take these ideas and statements to produce a comprehensive and unique marketing program that clearly articulates the ethos of Gippsland Grammar. Joe and his team are very easy to work with, they are timely with regard to meeting deadlines and professional in all that they do. Their creative attitude has ensured that our School branding is significantly unique within the independent schools' market whilst also accurately representing the culture of our school. I highly recommend JWB&CO for your next marketing and branding initiative.

Joanne McKenzie, Beacons Hills College, Head of Admissions and Marketing

Absolutely love working with Joe Brooks and the JWB&CO team. Responsive, creative of course, full of energy and zest. I don't hesitate to throw them a variety of creative design challenges and have been thrilled with the results. From our International prospectus, to our College magazine and bus branding all have been delivered on time and on-brand.

Johann Hudson, Christ Church Grammar School, South Yarra, Registrar & Executive Assistant to Principal

On behalf of my team I would like to commend you and your team on the past year working together [2019-2020]. We have learnt so much and we have been guided expertly by yourselves with our marketing and social media. My thanks for your continual advice and guidance and also your support in our enrolment processes and our marketing plan moving forward. We are currently sitting at 30% up on last year's new enrolments in a horrid Covid year, which is contributed to your advice. Thanks again and we look forward to working with you in the future.

Nicole Roache, The Geelong College, Marketing Manager

We loved working with Joe and the JWB&CO team on our current prospectus. They were intuitive to our needs and that of our target audience, innovative and the finished product is a truly beautiful reflection of who we are as a school.

JWB&CO is a full service end-to-end brand and marketing studio specialising in education for over 28 years.

We build brands in education. This in turn builds enrolments and community. Our track record over the past 28 years bears this out.

We provide strategic branding, marketing and creative solutions from strategy to execution on time and on budget.

Joe, has a BFA in Visual Communications and graduated Cum Laude from the Maryland Institute College of Art in the USA, he is the studio creative director and has lectured at Swinburne University in branding, placemaking and design. He also is a certified instructor and holds a current Certificate Four in Training and Assessment.

Some of the schools we have and are working for and branding campaigns we have created:

Fintona Girls School

"Great things come in a small package", prospectus and rebrand campaign

St Aloysius, College North Melbourne,

Launching their NEW Co-ed School ad campaign to market, "Life is co-ed and so are we in 2023", prospectus and rebrand campaign

Christ Church Grammar School School, South Yarra,

All creative, brand and communication management, strategy and execution, prospectus and rebrand campaign

Brighton Grammar School

"We teach boys", prospectus and rebrand campaign

Loreto Mandeville Hall

"Madeline", illustrative approach, prospectus and rebrand campaign

Marymede Catholic College

"A Complete Education", prospectus and rebrand campaign

MLC, Sydney

"Why zig when you can zag", prospectus and rebrand campaign

Ringwood Trade

Branding elements including environmental signage - internal and external

Hume Anglican Grammar

Masterplan, placemaking signage

PLC, Sydney

Prospectus and rebrand campaign

Kincoppal Rose Bay, Sydney,

Prospectus and rebrand campaign

CLC Eltham

"Girls flourish here", prospectus and rebrand campaign

CBC St Kilda

"Cultivating boys character", prospectus and rebrand campaign,

OLSH, Adelaide

"For all girls", prospectus and rebrand campaign

St Columba's College

Prospectus and rebrand campaign

Siena College

Prospectus, ad campaign and rebrand campaign

Geelong, Grammar

Market research and rebrand positioning, omnichannel ad campaign

Geelong College

Prospectus, prospectus and rebrand campaign,

Gippsland Grammar School

All creative, brand and prospectus, website, communication management, strategy and execution

Sacred Heart College

Geelong Fundraising document for new College Library, prospectus and rebrand campaign

Beaconhills College

Magazine redesign and ongoing design, prospectus and rebrand campaign

Cornish College

Brand and marketing

Ringwood Secondary College

Branding elements including environmental signage - external

Melbourne Girls Grammar

Branding and advertising

University of Melbourne

Centre of Indigenous Health

Swinburne University

Development Office capital campaign

SCECGS Redlands

Development collateral

Launceston Grammar

Development of multiply ad campaigns and comms

Bunbury Church Grammar Grammar

Development of multiply ad campaigns and comms

Flinders Christian Community College

Development of multiply ad campaigns and comms

St Mary's College, Windsor

Prospectus and rebrand campaign, development of omnichannel ad campaigns and brand communications

DOSCEL [Diocese of Sale Catholic Education], St

Josephine Bakhita Catholic Primary School Principal and Minx architects

Placemaking and wayfinding signage program from design to fabrication and installation.

Thank you from
the JWB&CO team.

Imagine a campaign that not only highlights your School's legacy,
but ignites excitement for its future, engaging families across digital, print,
and community touchpoints which drives awareness and enrolments.

We're here to be your partner with you, like we did with Geelong
Grammar School, delivering long term measurable results.

We will follow up shortly.