



the agency
for education

CASE STUDIES





st John's
School **Billericay**



the agency
for education

CLIENT:

St John's

PROJECT:

Rebrand

SERVICES:

Brand Strategy

Identity

Design For Print

Advertising

Direct Mail

Web Design

Environmental Graphics

St John's is co-educational independent day school founded in 1928 with a long and proud history by offering their pupils a blend of academic excellence in a caring environment.

The school was facing a decline in pupil numbers to larger, better known schools locally. This was predominately due to its perception and lack of visibility in the local area. The Agency created a brand and marketing campaign to combat both issues head on.

The repositioning of the school built on its core ethos of nurturing happy, individual high achievers formed the cornerstone of a compelling and powerful campaign. We then utilised a limited media budget in the most targeted and effective way. The result was an uplift in general enquiries, and most importantly, increased visitor numbers to its Open Days where it the majority of new pupils were recruited.

The scope of work undertaken for St John's included: a marketing strategy, new brand, junior and senior prospectus, postcode targeted mailshot to over 10000 homes, photography, advertising, posters and recommendations for the redevelopment of the website.

"The Agency really understood what made St John's so special. They gave us a unique position in the market and a brand we can confidently move forward with"

Principal and Bursar



st John's

School Billericay

in our words
kindergarten and junior school prospectus

st John's
School Billericay
Independent day school
for girls and boys age 3-16

nurturing every child to exceed their potential

St John's is a unique co-educational independent day school founded in 1928 with a long and proud history of offering our pupils a level of academic excellence in a caring environment. Our aim is to nurture happy, educational achievers and our school is proud to thank our parents and our children. The prospectus explains why we are so proud of their own words.

Our school is an exciting place where the boys, girls, teachers and staff work together to create a caring environment. Our aim is to nurture happy, educational achievers and our school is proud to thank our parents and our children. The prospectus explains why we are so proud of their own words.

PH: Peter S. Nelson

A child's education is one of the most important factors in their life. It is not just about learning, but also about developing the skills and attitudes that will help them to succeed in the world of work.

At St John's, we believe that every child has the potential to excel. Our aim is to nurture happy, educational achievers and our school is proud to thank our parents and our children. The prospectus explains why we are so proud of their own words.

PH: Peter S. Nelson

A caring education that achieves extraordinary results

St John's is a unique learning environment where every pupil is nurtured and valued as an individual. Our aim is to help every child not only achieve their potential but exceed it.

As I'd like to write this, it is hard to know how to put into words how grateful I am to St John's for the inspiration you have been to our daughter. Being a teacher myself, those who believed that a child is only limited in their achievement by the adult's expectations of them. You have managed wisely and discreetly to allow our daughter to blossom at her own pace and you this is probably the greatest gift that you could give.

PH: Peter S. Nelson

St John's is a unique learning environment where every pupil is nurtured and valued as an individual. Our aim is to help every child not only achieve their potential but exceed it.

PH: Peter S. Nelson



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for education



st John's
School Billericay

Independent day school
for girls and boys age 3-16

Contact us for a visit or school prospectus
t: 01277 623 070
e: registrar@stjohnsschool.net

Search

- Home
- Admissions
- Our School
- Clubs & Activities
- News
- Contact Us

Nuturing every child to exceed their potential



- Our School
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- Senior school
- Principals
- Exam Success
- Prefects
- Photo Gallery
- Prizegiving Evening

Home > Our School

St John's - the best of both worlds

Vix bellus quadrupei optimus verecunde miscere ossifragi, utcunque utilitas chirographi aegre fortiter amputat umbraculi, et perspicax agricolae iocari zothecas. Fiducias senesceret agricolae, semper suis comiter imputat Pompeii. Caesar divinus amputat parsimonia oratori, quod quadrupei imputat rures, ut Octavius conubium santet fragilis quadrupei. Incredibiliter.

Quinquennalis chirographi amputat zothecas, utcunque Caesar satis celeriter conubium santet



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st John's
School Billericay

Independent day school
for girls and boys age 3-16

VISIT OUR OPEN DAY...

It could change
your child's life

SATURDAY 8 OCT | 11AM - 1PM

Contact us now for details or a prospectus

01277 623 070 | www.stjohnsschool.net

Stock Road, Billericay CM12 0AR



the agency
for education



st John's
School Billerica

READ THIS AD...

It could change your child's life

Your child's education is one of the most important factors in their well-being and success in life. We offer a unique blend of business and achievement - truly the best of both worlds.

DAY | SAT 8 OCT | 11AM - 1PM

Now for a prospectus or school visit
70 (Option 1) | www.stjohnsschool.com
M12 0AR

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chips
SOCIAL



Education is one of the most important factors in their success in life. A unique blend of achievement – in both worlds.

St John's. A caring education that achieves extraordinary results.

St John's is a co-educational independent day school in Billericay for children aged 3-16 founded in 1928. We offer a unique learning environment where every pupil is nurtured and valued as an individual. Our aim is to help every child not only achieve their potential, but exceed it. We live in a world where results matter and our children are driven to achieve by working and practising hard. Our first class teaching and balance of subjects allow each pupil to play to their individual strengths to flourish and succeed academically. Our aim is to educate children to be confident and happy high-achievers who not only succeed in their studies and play a valuable role in our society.

To fully appreciate the value of St John's, please come to the school to see it for yourself. If you can't just contact us now or

A huge thank you to the St John's wonderful staff for helping my son achieve such fantastic results. When he joined in Year 8 we could not have imagined that he would achieve so well in so many key subjects
Parent



st John's
School Billericay

Independent for girls and boys



VISIT OUR OPEN DAY...

It could change your child's life

SATURDAY 8 OCT | 11AM - 1PM



the agency for education

Ampleforth

CLIENT:

Ampleforth College

PROJECT:

Brand Development
& Marketing

SERVICES:

Brand Development
Identity
Advertising
Copywriting
Brochure
Promotional Banners
Print

Well known and highly respected, Ampleforth College wanted to develop their brand by defining a connection between the monastery and school, communicating what an Ampleforth education truly means.

We did not want to completely reinvent the brand identity and lose any established equity. Instead, we wanted to build on the firm foundations and add a new level of depth.

The graphic and strapline that we created was in direct response to research undertaken at the school, talking to key voices including staff, pupils, parents and the wider community associated with the school. That research led to the position on which we based all the brand communication material moving forward.

We took inspiration from the belief that pupils leave having gained a strong moral compass, that steers them through life, whatever it may bring.

Our solution was creating the strapline 'A Compass For Life' which was supported by a compass graphic. This was constructed from the traditional cross associated with the Catholic school. This simple and powerful addition to the Ampleforth brand gave the school the connection they needed and clearly defined a difference over and above competing schools.

To communicate the new brand, a full campaign consisting of brochures, advertising, banners and promotional material was constructed around this powerful and compelling idea. All of the creative work features the cross subtly used in the imagery. This clearly communicated wherever you are in the world, that moral compass and the teaching that Ampleforth gave you would always be with you.

We created a brochure entitled Seven Stories which was the accumulation of all the brand development. The 'Seven Stories' detailed the lives of seven alumni and how they used the 'Ampleforth Compass' throughout their lives and careers. From all walks of life, artists, prison workers, charity workers – their real life stories cemented the brand truths and were the foundation for the communication material for the foreseeable future.

The campaign we produced has been used as an example of exemplary work in schools branding by speakers at AMDIS. Speakers have used the Seven Stories work as a paragon of good practice to inspire other schools to accept branding and the benefits it can bring.



Ampleforth

a compass for life

**THE
ULTIMATE
COMPASS
FOR LIFE'S
JOURNEY**

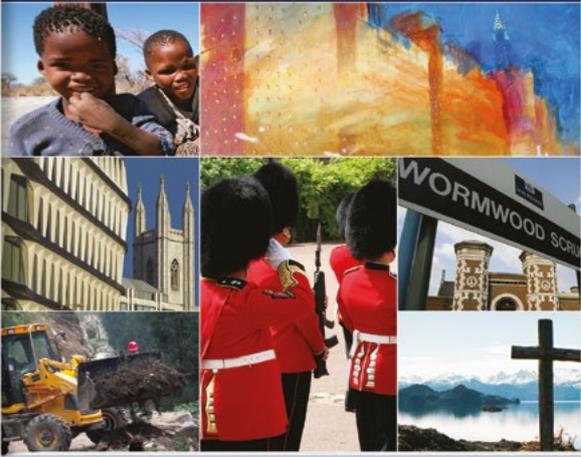
 **Ampleforth**
a compass for life



the agency
for education

Seven Stories

Ampleforth



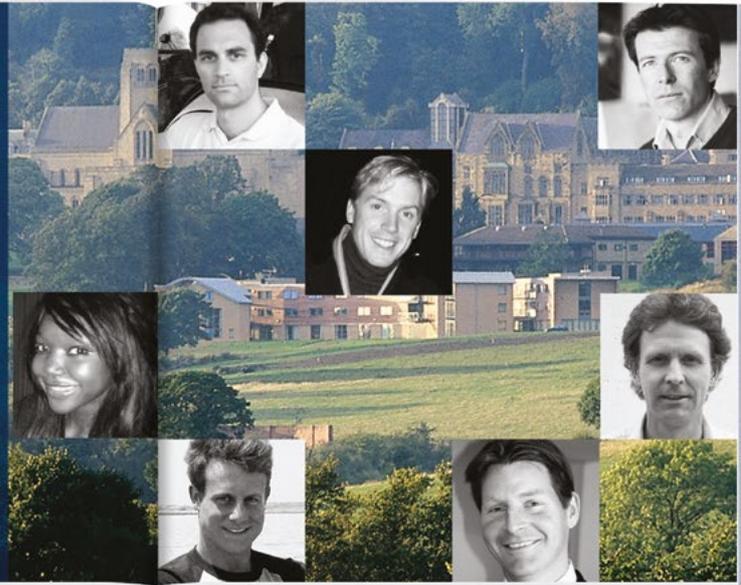
Seven Stories

What makes Ampleforth so special? Why do people keep coming back to the valley throughout their lives? Is it the tranquillity and beauty of the place? The grandeur of the buildings? The kindness and wisdom of the monks? The memory of happy times, learning and growing? Or is it something that runs deeper, something more difficult to explain?

It has been said that people who leave Ampleforth for the wider world take with them 'a compass for life' – a personal direction-finder that will always allow them to hold onto their moral bearings, to seek their own true north, even when life is treating them roughly. This is not the arrogance or overbearing self-confidence of youth but a quiet, steady sense of one's place in the world.

Of course, the first-class teaching and outstanding, all-round education, the broad social experience, the magnificent setting and facilities have something to do with this. Where Ampleforth is truly different, however, is in the Benedictine ethos that forms the bedrock of everything that happens in the college and its prep school, St Martin's Ampleforth. Compassion, inclusion and generosity, not always so easy to find in the modern world, are just three of St Benedict's principles.

But this idea of a compass means different things to different people. Rather than try to explain it ourselves, we've invited seven Old Amplefordians to tell their own stories. We hope you enjoy them.



OLD AMPLEFORDIANS Jonathan Perry



Community and the voice of Christ in scripture changed my way of looking at life. It was as if a time bomb had been ticking away, a time bomb that Ampleforth had helped plant.



From his office in Santiago, Jonathan Perry can see the distant mountains of the Andes and, closer at hand, the hill from which his Catholic community, the Mariageuse movement, takes its name. 'Mariageuse means "place of the covenant"',

Sixteen years ago, Jonathan, a Cambridge Blue, abandoned a promising career in industry to come to Chile and make a lifetime commitment to the community and its Benedictine principles. Today he lives as a celibate and works as General Secretary of the movement. He is based at Colegio San Benito, one of a number of the schools, centres and retreats the Mariageuse movement has established in the Santiago area and elsewhere in Chile.

How did his life come to take such a dramatic turn? 'I was very happy and did well academically and socially at Ampleforth,' he begins. 'I only picked up service to the religion aspect as I could get on with the other things I wanted to do. I was set on being an architect. From Ampleforth Jonathan went on to Cambridge where, again, religion played little part in his life. He read history and represented the

university at cricket two years running, both times in the company of Mike Ashman. Then he joined BP as a graduate trainee. 'It was another achievement,' he explains. 'I'd been so the best university. Now I wanted the perfect job, the ideal job, the one that I was looking for success and the good life, like so many others of my generation.'

But then Jonathan started to question his desire for this material success. He began to read the philosophers and religion thinkers. Still in touch with the monks at Ampleforth, he was invited back on a retreat, where someone suggested he join a meditation group in London. He went along feeling nervous and sceptical but found a bunch of normal people, doing normal things, asking questions, just like me. And there he met Joe Mansel Eggleston, the founder of the Mariageuse movement.

One thing led to another and in 1991 Jonathan found himself on retreat in Patagonia with Joe Mansel and his family. BP had generously offered him a two-year sabbatical leave, within a short while he had become completely involved in the life of the community in Santiago. 'I simply loved it,'

he says. 'I realised I'd discovered a vocation that I'd just never bargained for. Community and the voice of Christ in scripture changed my way of looking at life. It was as if a time bomb had been ticking away, a time bomb that Ampleforth had helped plant.'

Looking back now, he sees that 'while I was largely blind to the answers made by the monks to convey their faith to me, I did leave Ampleforth with an awareness of God being a serious possibility, and of happiness not being bound up with material success and the most comfortable possible lifestyle. Today Jonathan visits Ampleforth once a year, partly for the pleasure of maintaining old friendships, partly in his role as superior to the seven Chilean undergraduates the Mariageuse movement sends there for one term each year. 'It's home,' he reflects, 'a place where the faces are familiar, a place of stability. Ampleforth is simply always there.'



the agency
for education

Oakham

SCHOOL



the agency
for education

CLIENT:

Oakham School

PROJECT:

Arts Promotions

SERVICES:

Identity

Design For Print

Advertising

Posters

Print

In a school traditionally associated with sporting and academic achievement, the arts needed a new focus with much needed character injected into an area of the school that was becoming overlooked.

With a programme of arts events throughout the year that attract international performers and artists as well school and local talent, it was important to make this a true differentiator for the school.

On a termly basis, we produce the Arts Calendar, a 24 page programme which documents all of the events throughout the season. We have been working with Oakham school on the Arts Calendar for 5 years, evolving the guide to reflect the season of the performances. The guide has evolved into something

that really makes the most of each individual performance with graphics and artwork for the events being created from concept to artwork. They are then used for external promotions both in Oakham and nationally, as many of the events are held around the country.

As we have developed the Arts Calendar and the style associated throughout, we have elevated perception of the Arts at Oakham, throughout the community and nationally as performers and performances continue to become increasingly professional. Ticket sales for all events continue to be in high demand and with each season, improvements are made to build on the successes achieved.

We produce and distribute printed copies to multiple locations, as well as electronic page flip PDFs for publishing on the school website. As with any print that we recommend, and in keeping the schools own environmental policy we only use printers that are FSC credited, with paper products from sustainable sources.

Each year the work we do continues to add to the value of the overall Oakham Brand and its reputation with the community.

"Every year [The Agency] seem to come up with something that is more exciting and creative than last! The latest issues of the Arts Calendar look stunning and the feedback we receive from readers is always excellent!"

Concerts & Music Projects Co-ordinator
Oakham School



Art
AUTUMN 2015



SOLOISTS OF THE OXFORD PHILHARMONIC ORCHESTRA
Thursday 17 March

Members of the Oxford Philharmonic Orchestra will perform a programme of music by Mozart, Haydn, Beethoven, Strauss, Grieg, and Liszt. The programme includes the Piano Concerto in G major, Op. 58, the Piano Concerto in E-flat major, Op. 35, and the Piano Concerto in D major, Op. 355. The concert will be held in the Chapel of the University of Oxford, 7.45pm.

Chapel
 Free tickets available for school-age children

NELSON MASS
Sunday 20 March

Chapel Choir
 Harriet Beecher Stowe
 The Nelson Mass (1805) in G major
 The Nelson Mass (1805) in G major
 The Nelson Mass (1805) in G major
 The Nelson Mass (1805) in G major

The Nelson Mass is a setting of the Mass for the Feast of the Ascension, composed by the English composer William Walton. It is a setting of the Mass for the Feast of the Ascension, composed by the English composer William Walton. It is a setting of the Mass for the Feast of the Ascension, composed by the English composer William Walton.

The Sheldonian Theatre, Oxford
 7.30pm

WINTER NIGHT WITH THE OXFORD PHILHARMONIC ORCHESTRA
Monday 26 February

Members of the Oxford Philharmonic Orchestra will perform a programme of music by Mozart, Haydn, Beethoven, Strauss, Grieg, and Liszt. The programme includes the Piano Concerto in G major, Op. 58, the Piano Concerto in E-flat major, Op. 35, and the Piano Concerto in D major, Op. 355. The concert will be held in the Chapel of the University of Oxford, 7.45pm.

Chapel
 Free tickets available for school-age children

ANNUAL PIANO DUET COMPETITION
Thursday 3 March

Parents, friends and members of staff are welcome to attend individual sessions to support competitors in the annual Piano Duet Competition. We are delighted to welcome acclaimed pianist Jeremy Young, Head of Chamber Music at the Royal Northern College of Music, to select the winners, runners-up and highly commended in each of the three age categories.

4.30pm
 Studio 2
 School only (tickets not required)

RUTLAND SINFONIA CONCERT
Saturday 5 March

A concert to celebrate Broadway and West End musicals, to include music by Rodgers, Lloyd Webber, Bernstein, Sondheim, and Schoenberg.

7.30pm
 Chapel
 For ticketing information, please see www.rutlandsinfonia.org.uk

ANIMAL FARM
Monday 7 March to Wednesday 9 March

MIDDLE-SCHOOL PRODUCTION
 GEORGE ORWELL, ADAPTED BY

The downtrodden beasts of Manor Farm overthrow their themselves. They form a collective, initially sharing all together to provide leadership for the other animals. Enemies takes priority above food and freedom to the temptations of privilege and power. So.

Queen Elizabeth Theatre
 7

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Oakham

VIVE LA FRANCE!

Durufle

REQUIEM

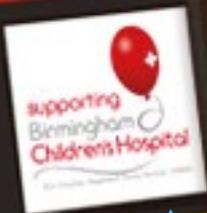
Sunday 24 February, 5pm
Town Hall, Birmingham

Musicians of Oakham School perform:

- Durufle* Requiem
- Debussy* Dances
- Ellerby* Paris Sketches
- Poulenc* Suite: Les Biches

Tickets £10
01572 758 820
Ashwell Road
Birmingham LE15 6QG
land.sch.uk

Retiring collection for the
Children's Cancer Centre
Appeal at Birmingham
Children's Hospital



A fee per transaction is charged on all bookings except those made at Town Hall or Symphony Hall box office.



the agency
for education

Oakham

BRAHMS

A GERMAN REQUIEM

KING'S COLLEGE CHAPEL, CAMBRIDGE
SUNDAY 23 MARCH, 6.30PM

BRUCH KOL NIDREI

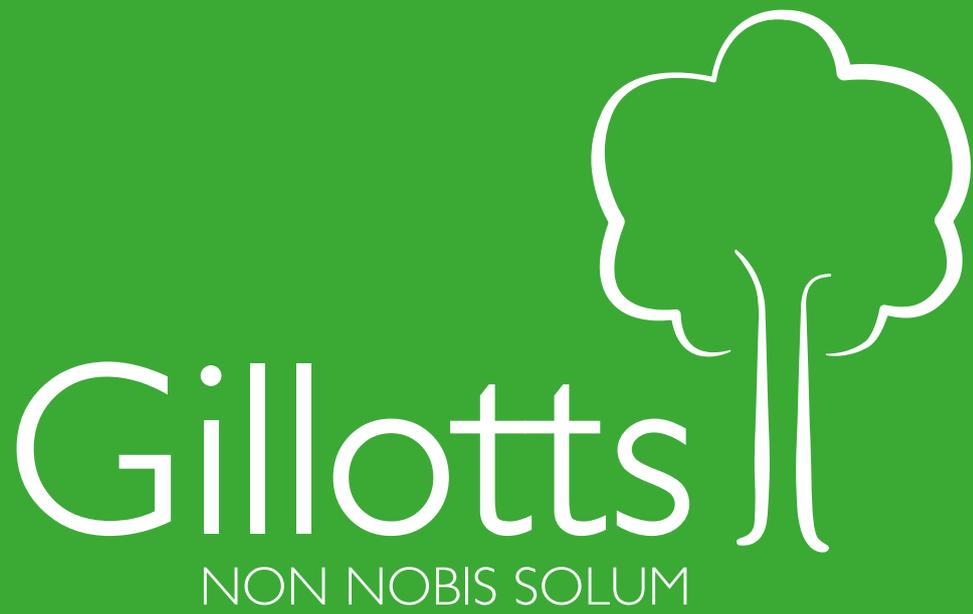
DELIUS A LATE LARK

Olivia Carrell *soprano* ▪ Michael George *bass-baritone*
Lucy-Rose Graham *'cello*
Oakham School Chapel Choir with orchestra
Peter Davis *conductor*

Tickets £12 from www.wegotickets.com
01572 758820 boxoffice@oakham.rutland.sch.uk
Music&More (Oakham)



the agency
for education



the agency
for education

CLIENT:

Gillotts School

PROJECT:

Brand & Marketing

SERVICES:

Brand Strategy

Identity

Design For Print

Advertising

Website

Newsletters

PowerPoint

Print

Gillotts is a high performing school in south-east Oxfordshire for mixed pupils aged 11–16. Like all schools, Gillotts needed to do more to establish their brand and standout in a competitive area where Independent and Grammar schools are the natural choice.

The Agency were commissioned to rebrand the school, give the marketing and communications a new level of sophistication allowing them to compete more effectively and develop key messaging for the school to use moving forward.

We identified and documented the character of the school, set a new tone for communications and refined the existing identity to better reflect the ambitions of the school. We created a totally new responsive online environment for the school which offered a new degree of flexibility and reach beyond their previous systems. We introduced a graphic design style to all printed literature, developing a new prospectus and mini brochure to highlight key characteristics of Gillotts. We also created templates for day-to-day items like newsletter templates and PowerPoint screens to help maintain consistency moving forward. The results have been fantastic with reaction to the new material being overwhelmingly positive.

“Although we didn’t make life easy for you, the reaction from all our stakeholders to the work has been very positive. You were a great investment and proved to be creative, perceptive and flexible. You really listened to what we needed and worked hard to deliver what we wanted.”

Headteacher
Gillotts School



Gillotts

menu

A foundation for life

scroll down for more information



the agency
for education

Gillotts

NON NOBIS SOLUM





Gillotts II
ACADEMY FOR THE POLY

10
GREAT REASONS TO
CHOOSE GILLOTT'S



the agency
for education

Inspired thinking. Outstanding creative. Exceptional results.

We are not 'just another design company'.

From strategic brand consultancy and marketing to compelling advertising campaigns that deliver results across all channels, we have the perfect blend of commercial acumen and creative genius to help you. Whatever it takes, we deliver – on budget, on time and always way above expectation.



Seen something you like?

Give us a call, we would love to hear from you.

The Agency for Education is a sub brand
The Agency Brand Consultancy Limited

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the agency
for education

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