



**the agency**  
for education

## CASE STUDIES





st John's  
School **Billericay**



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**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



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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

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Our School

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**Nurturing every  
child to exceed  
their potential**

Home > Our School

Our School

Prep school

Senior school

Principals

Exam Success

Prefects

Photo Gallery

Prizegiving Evening

## 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 sanctet fragilis quadrupei. Incredibiliter.

Quinquennalis chirographi amputat zothecas, utcunque Caesar satis celeriter conubium sanctet.



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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](http://www.stjohnsschool.net)

Stock Road, Billericay CM12 0AR



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st John's  
School Billerica

# READ THIS AD...

## It could change your child's life

Our 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.org**  
**12 0AR**





Education is one of the most important factors in their success in life. A unique blend of achievement – 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 successful and happy high-achievers who not only succeed in our school 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. Just contact us now or visit our website.

**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



Independent for girls and boys

# VISIT OUR OPEN DAY...

It could change your child's life

**SATURDAY 8 OCT | 11AM - 1PM**





# 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

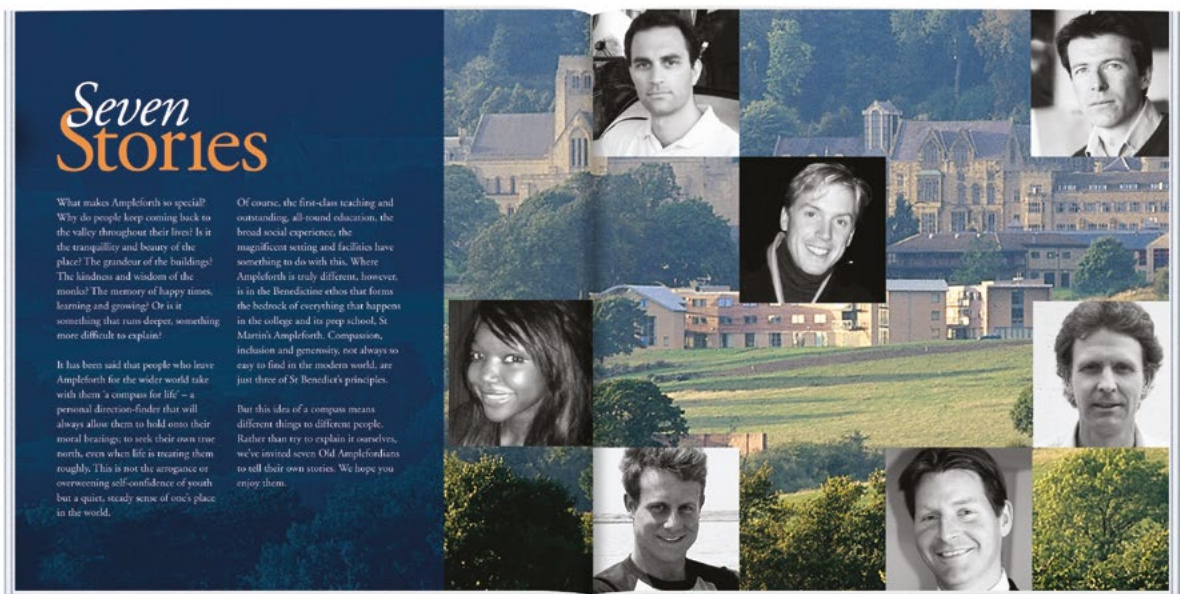
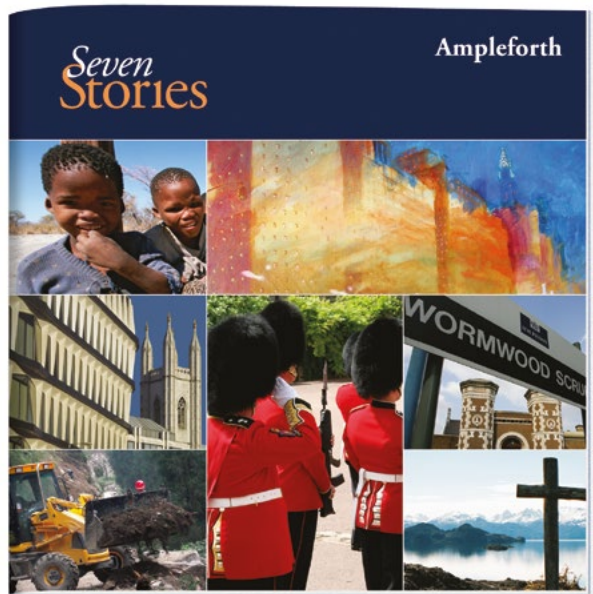
THE  
ULTIMATE  
COMPASS  
FOR LIFE'S  
JOURNEY

 Ampleforth  
a compass for life



the agency  
for education





## 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 Marquette movement, takes its name. 'Marquette means place of the cross',

Sixteen years ago, Jonathan, a Cambridge Blue, abandoned a promising career in industry to serve in 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 College San Benito, one of a number of the schools, centres and retreats the Marquette 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 paid lip service to the religion aspect so I could get on with the other things I wanted to do. I wasn't so keen on being an achiever. Then 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 Ashcroft. Then he joined BP as a graduate trainee. 'It was another achievement,' he explains. 'I'd been to the best university. Now I wanted the perfect job, the ideal girl, the nice car. 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 religious 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 then he met José Manuel Espigares, the founder of the Marquette movement.

One thing led to another and in 1991 Jonathan found himself on retreat in Patagonia with José Manuel 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 happened 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 deaf to the messages 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 Marquette movement sends there for one term each year. 'It's lovely,' he reflects, 'a place where the facts are familiar, a place of stability. Ampleforth is simply always there.'



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# 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



the agency  
for education







TH  
WN  
LL  
MENCHAM

Oakham

VIVE LA FRANCE!

# Durufle

## REQUIEM

Sunday 24 February, 5pm  
Town Hall, Birmingham

Musicians of Oakham School perform:

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

Tickets £10

01572 758 820  
Ashwell Road  
Birmingham LE15 6QG  
[land.sch.uk](http://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



The logo for Oakham, featuring the word "Oakham" in a serif font with a thin white line arching over the letters "a" and "h".

Oakham

# BRAHMS

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## A GERMAN REQUIEM

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

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BRUCH KOL NIDREI

DELIUS A LATE LARK

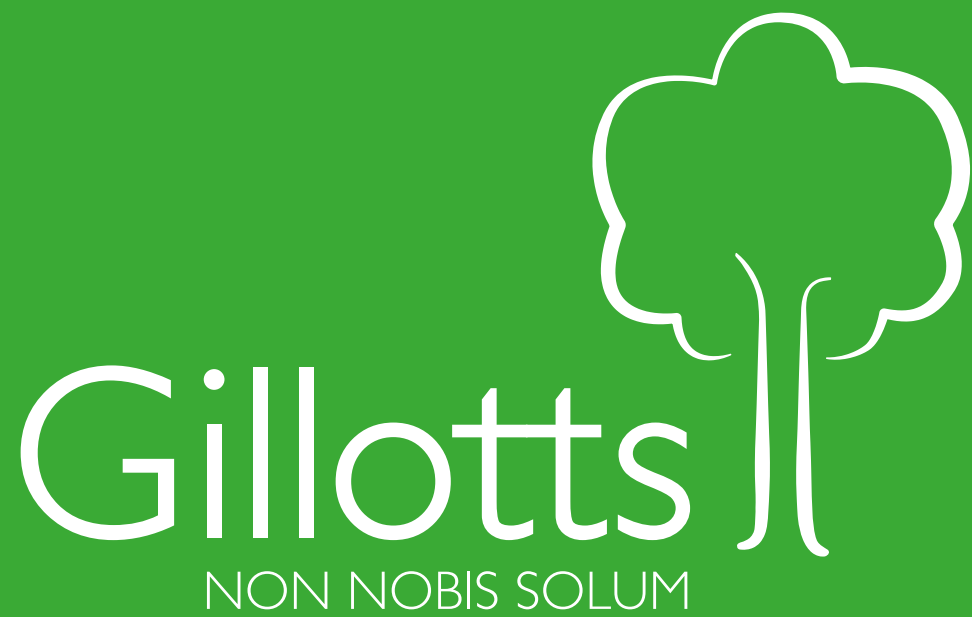
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Olivia Carrell *soprano* ▪ Michael George *bass-baritone*  
Lucy-Rose Graham *'cello*  
Oakham School Chapel Choir with orchestra  
Peter Davis *conductor*

Tickets £12 from [www.wegottickets.com](http://www.wegottickets.com)  
01572 758820 [boxoffice@oakham.rutland.sch.uk](mailto:boxoffice@oakham.rutland.sch.uk)  
Music&More (Oakham)



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**CLIENT:**

Gillotts School

**PROJECT:**

Brand & Marketing

**SERVICES:**

Brand Strategy

Identity

Design For Print

Advertising

Website

Newsletters

PowerPoint

Print

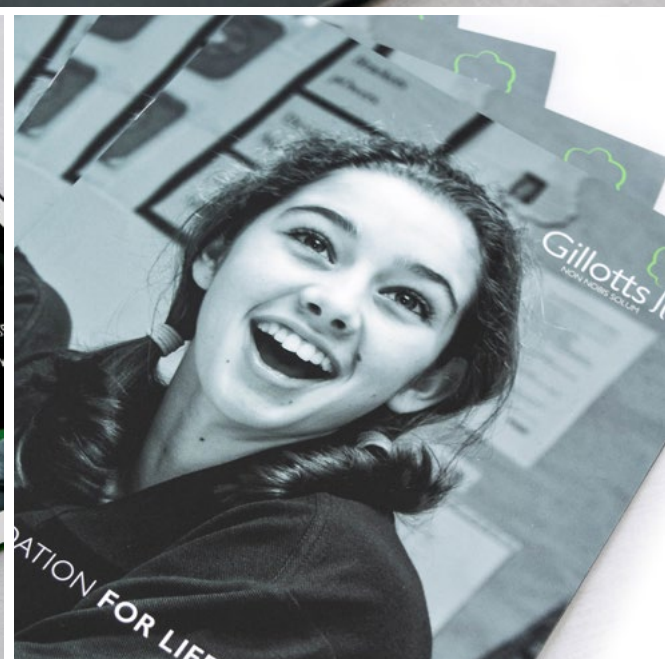
**Gillotts is a high performing school in south-east Oxfordshire for mixed pupils aged 11–16. Like all schools, Gillotts needed to do more to establish their brand and standout in a competitive area where Independent and Grammar schools are the natural choice.**

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



required to be successful in  
and professional point of view.

TO INNOVATION  
MENT

world of education is changing and we embrace the new thinking and technologies that will help our students achieve more. We never stand still and are always developing new ways of using technology to ensure that no opportunity is lost in today's connected world to develop our students as individual learners.



### LEARNING CURRICULUM

...AND INTEGRITY  
...WE DO

**HONESTY IN ALL THAT WE DO**

Honesty and integrity are the heart of everything that we stand for. Without honesty and integrity, academic success counts for nothing. Gallotti instills these values in our students and staff from the moment they enter our school. This leads to an honest relationship with the school.

...FUTURE.  
...ING

**PREPARING FOR THE WHATEVER THAT MAY BE.**  
A Gilotti's education is a culmination of many factors that combine to help our students learn to prepare for the future. Our goal is to help our students learn to prepare for the future. Our goal is to help our students learn to prepare for the future. Our goal is to help our students learn to prepare for the future.

Achievements are made at every level and in all aspects of a student's life at Gillwatts. Others' achievements in the school community are also celebrated with the same deserved sense of

EDUCATION FOR LIFE

We pride ourselves on being  
developing academic  
who make a positive  
and in the



**CREATIVE, EXPRESSIVE  
EXPLORERS OF IDEAS**

**CREATIVE, EXPRESSIVE  
EXPLORERS OF IDEAS**  
Clifton encourages creative  
thinking and freedom of expression  
as a means of learning and  
personal development.

HIGH ACHIEVERS, STRIVING  
TO BE THE BEST WE CAN BE

world

TO BE THE BEST WE CAN

We instill within our students  
a philosophy that achieving  
or exceeding their potential,  
whatever it may be, requires  
hard work, dedication and a  
high level of commitment.





Gillotts

menu

A foundation for life

scroll down for more information



the agency  
for education

# Gillotts

NON NOBIS SOLUM



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for education





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for education



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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  
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for education

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