

## CASE HISTORY – EDUCATION



Over the years, work with Box Hill School has included a variety of projects including:

- Boarding recruitment – the project encompassed:
  - Research into emerging markets
  - Development of a plan to attract overseas pupils
  - Decisions and plan on overseas exhibition attendance
  - Development of marketing tools – exhibition materials / stands (for both overseas and UK markets)
  - Overseas brochures – overseeing design and print, copy writing, project managing production in 4 languages
- School Prospectus - From HM's brief to finished prospectus this project included:
  - Engaging and managing photographer / schedule and art directing photographic shoot
  - Copy writing
  - Design guidance with graphic designer
  - Sourcing, obtaining quotes and then engaging printers
  - Print managing project
  - Delivery of prospectus – on time and on budget
- Year Book - Focus – the project included:
  - From outline copy supplied
    - Editing and copy writing
    - Layout
    - Working with designer on finished artwork
    - Obtaining competitive quotes and engaging printers
    - Delivering on time for year end
- Media relations for Royal Visit
- Developing press advertising campaign and working with designer to re-design branding and advertisements

