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## Case Study: Anthem Christian School – Brand & Communications Revitalization

**Client:** Anthem Christian School

**Sector:** Education – Private Christian School

**Scope of Work:** Branding & Communications Programming, Enrollment Campaigns, Print & Digital Media, Environmental Design, Advertising, Uniform & Signage Standards, Video & Commercial Production, Community Engagement

### Challenge:

Anthem Christian School sought a comprehensive brand overhaul and marketing strategy to elevate its reputation in the local community. The school needed a unified, compelling message to drive community visibility, increase parent participation, and improve enrollment. They also needed to modernize their visual identity to reflect the quality of education they offer while ensuring their marketing efforts aligned with their values and mission.

### Objective:

- Increase Community Visibility: Raise awareness about Anthem Christian School and its offerings in the local community.
- Enhance Parent Participation: Foster a deeper connection with existing parents and encourage active participation in school events and initiatives.
- Achieve Enrollment Growth: Drive new enrollments by showcasing the school's values, educational quality, and community-focused environment.
- Brand Update: Revise the school's brand identity to reflect its educational excellence, professionalism, and commitment to quality.

### Strategy & Execution:

#### 1. Brand and Communications Programming

- Conducted a thorough brand assessment, including a review of messaging, visuals, and community perception.
- Developed a cohesive brand strategy that included new messaging focused on educational excellence, community values, and a Christ-centered learning environment.
- Created a brand identity update, including logo redesign, color palette, and fonts to ensure a modern, professional appearance that resonated with parents, students, and community members.

#### 2. Enrollment Campaigns

- Launched targeted digital marketing campaigns (social media, Google Ads, and email marketing) designed to attract prospective families, showcasing the school's strong academic programs, extracurricular activities, and faith-based values.
- Developed video testimonials from current students and parents to highlight the personal and educational impact of Anthem Christian School, which were shared across the school's social media channels, website, and at community events.
- Created a landing page optimized for SEO, focused on the enrollment process, with clear calls to action for scheduling tours and completing applications.

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### 3. Print, Web, and Social Media Programming & Campaigns

- Developed print collateral including brochures, flyers, posters, and banners to promote the school’s mission, programs, and events. These materials were distributed locally and at key community events.
- Managed social media programming across Facebook, Instagram, and LinkedIn, utilizing content calendars, regular posting schedules, and strategic campaigns to engage with the local community and increase visibility.
- Ran social media ad campaigns that targeted local families and potential students, focusing on school highlights, parent testimonials, and community engagement.

### 4. Environmental Design & Signage Standards

- Reimagined the school’s environmental design, including interior and exterior signage, to ensure the physical campus aligned with the updated brand identity.
- Created uniform and signage standards, including uniforms for students and staff, to reflect a consistent, professional image throughout all school touchpoints, from classrooms to the sports fields.

### 5. Advertising Programs

- Produced a series of radio spots to air on local stations, promoting the school’s enrollment periods, open houses, and unique educational offerings.
- Developed a series of video commercials for TV and online platforms, featuring testimonials from parents, students, and teachers, and showcasing campus life and academic programs.

### 6. Community Events & Engagement

- **Organized and promoted several community events (e.g., open houses, parent information nights, school fairs) designed to build relationships with current and prospective families.**
- **Partnered with local businesses and organizations to co-host events, which raised awareness of the school within the broader community.**

### Results:

- **Community Visibility:** Increased local awareness of Anthem Christian School through a multi-channel advertising and community engagement strategy, with measurable increases in website traffic and social media followers.
- **Parent Participation:** A 30% increase in parent participation in school events, driven by targeted outreach and engagement through personalized communications and community partnerships.
- **Enrollment Growth:** Achieved a 25% year-over-year increase in new enrollments, driven by the success of the digital marketing campaigns, brand overhaul, and community engagement initiatives.
- **Brand Impact:** The updated brand identity and visual standards led to a more polished, professional image for the school, aligning the brand with the high-quality education it offers.
- **Increased Media Presence:** The video commercials, radio spots, and social media campaigns contributed to a significant increase in media mentions and local awareness.



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### Key Products & Services Delivered:

- Brand Strategy & Identity: Logo, color palette, typography, and brand guidelines.
- Digital Marketing: Social media campaigns, Google Ads, SEO-optimized landing pages, email marketing.
- Video & Commercial Production: Testimonials, TV commercials, and promotional videos.
- Print Collateral: Brochures, flyers, posters, and banners.
- Environmental Design: Signage standards, uniforms, and campus branding.
- Community Engagement: Event promotion, local partnerships, and parent outreach.

### Conclusion:

The comprehensive marketing and communications strategy developed for Anthem Christian School not only modernized the school's brand but also significantly enhanced its visibility in the community, driving increased parent involvement and a notable rise in student enrollment. Through targeted campaigns, community engagement efforts, and the creation of compelling multimedia content, Anthem Christian School successfully positioned itself as a premier educational institution in the local area.

## SELECT PRODUCT SAMPLES

[SCHOOL BROCHURE](#)

[STUDENT HANDBOOK](#)

[REFERRAL PROGRAM](#)

[30 SECOND CABLE SPOT](#)

[SOCIAL MEDIA POSTS](#)

[MASTER SCHOOL VIDEO](#)

[WEBSITE](#)