The Challenge
Success Academy, which is a growing NYC public charter school network, required a campaign that would be instrumental to their branding on several levels:

• increasing applications for the 2012-2013 school year
• driving awareness of the impact and performance of their schools
• educating the public about charter schools in general and their contributions to the community.

This campaign needed to be geared toward a wide economic, ethnic, and geographically diverse audience, with targeted outreach that required customization for key segments.

The Solution
Beyond starting with a fresh new brand, Success Academy needed a clear strategic vision that was based on the exploration, consideration, and action stages of a parent’s journey toward identifying the right school for their child. We developed a flexible communications plan that embraced a variety of tactics and media properties to deliver high visibility, engagement, and response. As a part of this we deployed:

• An online banner and rich media display ads
• An aggressive direct mail and e-communications schedule
• An effective subway domination and billboards throughout Manhattan

The Outcome
In a matter of a few short months, our work generated big buzz across Success Academy neighborhoods and within the press. Client goals were surpassed by 15%, with more than 60% of the goal met halfway through the campaign. We also established a brand guideline and communications framework for future campaigns, along with other business divisions. This included:

• A new market school expansion
• Teacher and talent recruitment
• Donor fundraising efforts.

Contact us for a FREE CONSULTATION
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