



SUCCESS ACADEMY
CHARTER SCHOOLS



WE DO **EDU**™

Creating Big Buzz At A Small School

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.



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