

Case Study 4:

How to generate compelling ad campaign ideas and concepts?

JWB&CO / 2025



In marketing the battleground is in the mind of your target audience.

You must know who you are speaking to. What they care about. What they want, desire and need in conjunction with your brand's unique offering and benefits to them.

Because of this every brand needs to know who they are and who they are competing against.

Because of the incredible level of competition especially in the 'all girls school' market differentiating your brand of education both messaging and visuals has become paramount. How do we create compelling ads?

Research

In order to create a compelling ad you first must understand yourself, your competition and your target audience. To to this you need to research.

Brands do not communicate in a vacuum. They communicate in a highly contested space especially education, where there are so many schools congregated in small dense demographical areas vying for your attention.

How do you create authentic ads that cut through?

It begins with research. This is where you start. From here you can then build out concepts that will always be on brand and on target audience.

Research

What information do you need in order to get started?

1. What your brand of education stands for - ie your brand position and USP.
2. What your competition say about themselves... their messaging and visuals...tone of voice. Can you do a SWOT on each? How do you compare against them? From this create a -
3. Create a competitor comparative analysis across key metrics ie: academic, sports, facilities, safety, preparation for university, co-curricular opportunities...
4. Where do your current parents and students come from? The post codes of student cohort and secondly where are the growth opportunities to present your brand of education to?
5. Audience personas - who are the likely types of people who will buy your brand of education?
6. What is the best mode / channel to present our message to our target audience, ie where are our target audience eye-balls?

Concept development

With research now completed you have become an expert on your school, on your competition and who you are pitching your brand of education to. So from here how do you develop ideas that are always on brand and on target? The key to developing a unique campaign message is to ask a unique question. In other words you can not have a unique ad idea/solution without asking a unique question.

How to do?

This is done as a group if possible. You start with brainstorming and word associations. Because you now know all about your brand of education list each brand benefit and do a word association on each.

What is word association?

It is writing down every word that comes to your brain when asked that word, ie 'co-education' for example. Do not think about the word just blurt out the first thing that comes to your mind. Anything even colours or weird things that pop into your brain. So in the context of a group... have one person lead and randomly anyone can blurt out the word that comes to their mind. Write all of these down. Then as a group select a few words which seem to resonate and are more compelling than the others. Once you have these words carved out of the initial bigger list ask a unique question with them.

The beautiful thing about this is because you have asked a unique question from your list which was informed by the research you can be confident the concepts and ideas will always be on brand and on target audience.

See the illustration on next page showing how this works.

← Brain Storm

Co-education

Words

Girls
boys
Curricular
Co-curricular
Students
School
Maths
STEAM
Science
PE
Blue
fun
Sport
Friends
Future
building
lab
Gym
b-ball hoops
big
balanced
beautiful
family
Real
normal
exciting
two
life
Side-by-side
together
better
equal
know
Knowledge
students
learning

can drill down
by doing another
word association

Real
authentic
actual
down-to-earth
normal
tangible
concrete

Ask a unique
question from best
words. Then
solve the question
by developing concepts
and ideas.

Unique questions or problems
to solve from the list.

- 1) How can school be balanced?
- 2) How can knowledge be equal?
- 3) How can equal be exciting?
- 3) How can students be equal?
- 4) Can education be normal?
- 5) Is learning balanced?

Words that
have possibility

a few compelling questions
or problems to solve.

from here you develop
solutions - messaging &
visuals.

Left is an example,
of one key brand
benefit which was
highlighted in your
research that your
target audience
love and what you
deliver on 'co-
education'.

Below is a quick
pencil sketch
example of a
solution to the
unique question,
How can a school
be balanced. This
is but one idea/
solutions of 100s.

Develop 10
solutions. Show
to your target
audience and let
them pick the best
one.

How can a
school be balanced?

One solution - there a 100s



two students
on a line as
though it's a
fulcrum — balanced

Headline
Together is
better

Brand
lock up in
a triangle/
fulcrum shape

smaller text
We deliver a balanced
education that brings
out the best in boys
and girls preparing
them for life.

Some Comments About JWB&CO

Christopher Houlihan, Chief Executive, Mercy Education Limited

I am writing this letter to recommend to you the excellent support and service of Joe Brooks and his team from JWB&Co which was received in their provision of marketing consultancy and project planning for a major change in one of Mercy Education's school's operations. The school, St Aloysius Girls School, after providing an excellent Catholic education for girls, will open its doors to boys for the first time in Year 7 and progress to become a fully co-educational school by 2028.. The simultaneous marketing campaign instilled confidence in the community of the new direction of the school and has engendered significant interest that is now being realised in increasing enrolment enquiries and widespread acceptance of the school transitioning into co-education.

Joe's theme which anchored the marketing project of 'Life is Co-Ed and so are we in 2023' has captured the imagination of the community and the College will build on this to provide a strong foundation for families choosing to send their sons and daughters to St Aloysius College. Joe's work has been instrumental in setting this foundation.

I have no hesitation in recommending Joe and JWB&Co to you for your consideration.

Mary Farrah, St Aloysius Girls College, Principal

JWB&CO have delivered an outstanding campaign for the College moving to co-education in 2023. Their expertise, passion and knowledge displayed flexibility in drafting and editing, all ensuring the very best possible outcome was delivered. They worked very closely with the leadership team, taking the team through every step of the process and ensuring that their voice was both heard and a clear understanding of the information was best implemented. I have enjoyed working with the JWB&CO team, their expertise and professionalism in communication is second to none and I recommend them unreservedly.

April Honeyman, St Columba's Girls College, Principal

I have know Joe Brooks for approximately 15 years during which we have worked together on the creation and development of a College prospectus for two very different Catholic girls' schools in the Archdiocese of Melbourne. In both schools, the development was not only the prospectus, but also a variety of accompanying materials including: letterhead, envelopes, report covers, cards, signs for buildings and advertisements. The whole process was aided by Joe's ability to listen to the basic tenants of the College's point of difference in a crowded market place and to turn these into creative and innovative designs. This ability, along with his personal qualities and attributes, particularly, his skill in engaging persons from all manner of diversity, resulted in a distinctive product of which we were very proud. I would have no hesitation in recommending JWB&CO.

Suzy Chandler, Fintona Girls' School, Principal

JWB&CO have delivered a first class service. They have worked with me and the Marketing Manager to understand the nature of Fintona Girls' School and produced marketing material that reflects our ethos, the students and the community. JWB&CO's creative is modern, vibrant and sends a clear and accurate message regarding the School whether it is about Open Days, VCE results or other initiatives we are undertaking. JWB&CO are very easy to work with and readily fits in with ideas and expectations around deadlines.

David Baker, Former Principal Gippsland Grammar School, Principal of Woodleigh School

During my time as Principal, I have worked with Joe to identify our points of difference and develop a positioning statement for the School. This was a very pleasing and engaging process, in particular, Joe's creative influence was critical in this process. JWB&CO were able to take these ideas and statements to produce a comprehensive and unique marketing program that clearly articulates the ethos of Gippsland Grammar. Joe and his team are very easy to work with, they are timely with regard to meeting deadlines and professional in all that they do. Their creative attitude has ensured that our School branding is significantly unique within the independent schools' market whilst also accurately representing the culture of our school. I highly recommend JWB&CO for your next marketing and branding initiative.

Joanne McKenzie, Beaconhills College, Head of Admissions and Marketing

Absolutely love working with Joe Brooks and the JWB&CO team. Responsive, creative of course, full of energy and zest. I don't hesitate to throw them a variety of creative design challenges and have been thrilled with the results. From our International prospectus, to our College magazine and bus branding all have been delivered on time and on-brand.

Johann Hudson, Christ Church Grammar School, South Yarra, Registrar & Executive Assistant to Principal

On behalf of my team I would like to commend you and your team on the past year working together [2019-2020]. We have learnt so much and we have been guided expertly by yourselves with our marketing and social media. My thanks for your continual advice and guidance and also your support in our enrolment processes and our marketing plan moving forward. We are currently sitting at 30% up on last year's new enrolments in a horrid Covid year, which is contributed to your advice. Thanks again and we look forward to working with you in the future.

Nicole Roache, The Geelong College, Marketing Manager

We loved working with Joe and the JWB&CO team on our current prospectus. They were intuitive to our needs and that of our target audience, innovative and the finished product is a truly beautiful reflection of who we are as a school.

About

JWB&CO is a full service end-to-end brand and marketing studio specialising in education for over 28 years.

We build brands in education. This in turn builds enrolments and community. Our track record over the past 28 years bears this out.

We provide strategic branding, marketing and creative solutions from strategy to execution on time and on budget.

Joe, has a BFA in Visual Communications and graduated Cum Laude from the Maryland Institute College of Art in the USA, he is the studio creative director and has lectured at Swinburne University in branding, placemaking and design. He also is a certified instructor and holds a current Certificate Four in Training and Assessment.

Some of the schools we have and are working for and branding campaigns we have created:

Fintona Girls School

"Great things come in a small package", prospectus and rebrand campaign

St Aloysius, College North Melbourne,

Launching their NEW Co-ed School ad campaign to market, "Life is co-ed and so are we in 2023", prospectus and rebrand campaign

Christ Church Grammar School, South Yarra,

All creative, brand and communication management, strategy and execution, prospectus and rebrand campaign

Brighton Grammar School "We teach boys", prospectus and rebrand campaign

Loreto Mandeville Hall

"Madeline", illustrative approach, prospectus and rebrand campaign

Marymede Catholic College

"A Complete Education", prospectus and rebrand campaign

MLC, Sydney

"Why zig when you can zag", prospectus and rebrand campaign

Ringwood Trade

Branding elements including environmental signage - internal and external

Hume Anglican Grammar

Masterplan, placemaking signage

PLC, Sydney

Prospectus and rebrand campaign

Kincoppal Rose Bay, Sydney,

Prospectus and rebrand campaign

CLC Eltham

"Girls flourish here", prospectus and rebrand campaign

CBC St Kilda

"Cultivating boys character", prospectus and rebrand campaign,

OLSH, Adelaide

"For all girls", prospectus and rebrand campaign

St Columba's College Prospectus and rebrand campaign

Siena College

Prospectus, ad campaign and rebrand campaign

Geelong, Grammar Market research and rebrand positioning, omnichannel ad campaign

Geelong College

Prospectus, prospectus and rebrand campaign,

Gippsland Grammar School

All creative, brand and prospectus, website, communication management, strategy and execution

Sacred Heart College Geelong

Fundraising document for new College Library, prospectus and rebrand campaign

Beaconhills College

Magazine redesign and ongoing design, prospectus and rebrand campaign

Cornish College

Brand and marketing

Ringwood Secondary College

Branding elements including environmental signage - external

Melbourne Girls Grammar

Branding and advertising

University of Melbourne

Centre of Indigenous Health

Swinburne University

Development Office capital campaign

SCECGS Redlands

Development collateral

Launceston Grammar

Development of multiply ad campaigns and comms

Bunbury Church Grammar Grammar

Development of multiply ad campaigns and comms

Flinders Christian Community College

Development of multiply ad campaigns and comms

St Mary's College, Windsor

Prospectus and rebrand campaign, development of omnichannel ad campaigns and brand communications

DOSCEL [Diocese of Sale Catholic Education], St Josephine Bakhita Catholic Primary School Principal and Minx architects

Placemaking and wayfinding signage program from design to fabrication and installation.

Thank you
from the
JWB&CO
team.

Imagine a campaign that not only highlights your School's legacy, but ignites excitement for its future, engaging families across digital, print, and community touchpoints which drives awareness and enrolments.

We're here to partner with you, like we did with Geelong Grammar School and many other leading Australian Schools, delivering long term measurable results.