

CASE STUDY: A FOR AWARENESS

amagazi's experience in education advertising makes the grade – and when our clients put us to the test, we pass with flying colors.



SAINT THERESA CATHOLIC SCHOOL SUGAR LAND

Classical Education, Modern Strategy



Background

Saint Theresa Catholic School Sugar Land (STCS) celebrates a classical approach to learning, carving out a distinctive educational experience that cultivates virtue and faith in an enriching environment. Known for their exceptional caliber of teaching talent along with robust extracurriculars, STCS has claimed their standing as a leader among the Greater Houston Area's private school options.

In partnering with STCS, we developed a strategy to shift their primary communication focus from academics to admissions. We also rolled out a multi-phase campaign that expanded beyond digital to print collateral and video content. They asked us to generate brand awareness with an end goal of increasing student enrollment – we helped them discover a new perspective on their messaging, leading to more engagement and stronger ROI.

So many bright
minds have
walked these halls...

...including ours.
(we filmed here.
That counts, right?)

02

The Ask

The school approached us with a unique challenge. With their embedded reputation in academic excellence, they needed a fresh angle to reach new audiences. Our key objective was to conduct a messaging exploration to find a position that would stay relevant year after year. The idea had to be broad enough to encompass the diverse cultural landscape of Houston, with the ability to appeal to both prospective and existing STCS families.

*It's really no surprise
that 100% of these
students get accepted
to their first choice high school.*

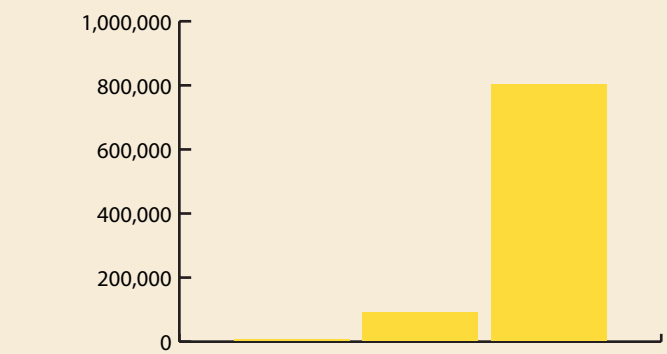


Execution

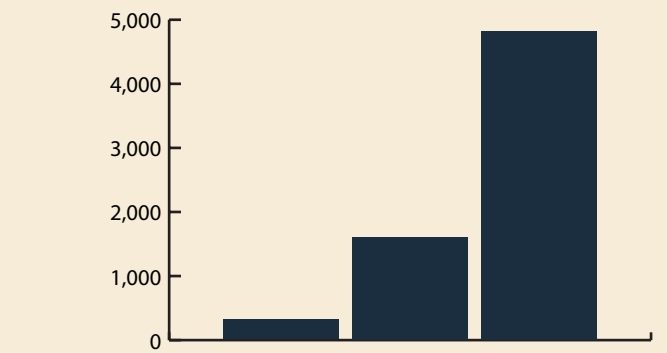
Digital Online Awareness

Through Google, Pandora, Facebook and display ads, we set out to expand Saint Theresa’s reach, while growing their conversions. With our Google ad click-through rates above 5% - an impressive jump from the average 3% - we had definitely captured interest in the community. Supported by above-average click-through rates on our display ads, hundreds of website visits, increased direct-inquiry calls, over 35,000 unique Facebook impressions and nearly 1,300 Facebook reactions, Saint Theresa made a digital splash with their target audience.

Campaign Results



	Total - Search	Total - Facebook	Total - Display
Impressions	6,167	87,994	800,223
Clicks	311	1,592	4,811
CTR	5.04%	1.81%	0.60%



We really like to make an impression — or thousands of them.

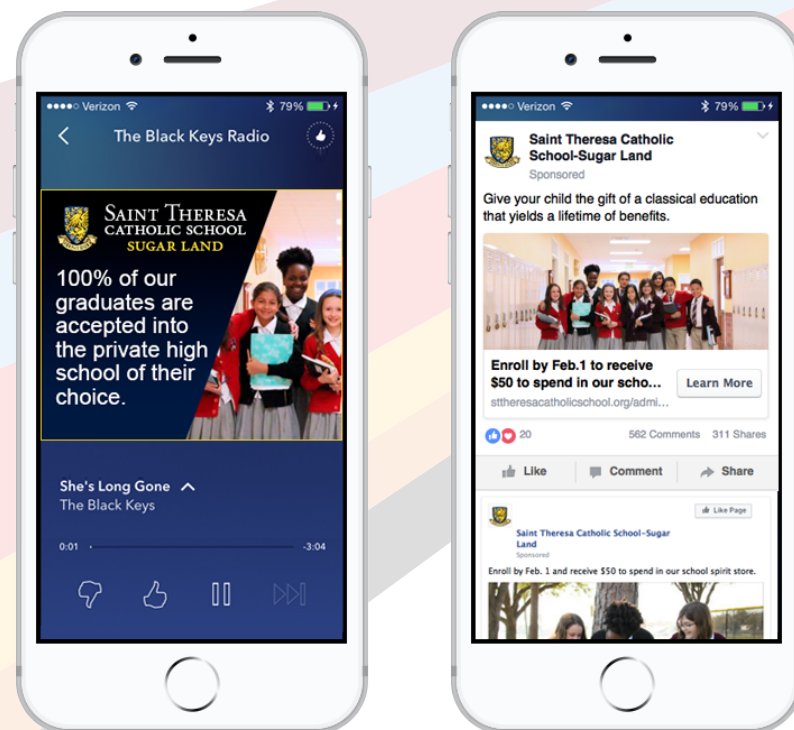
Campaign Overview

GOOGLE SEARCH ADS

- Generated 20 phone calls
- Highest click-through rate: 5.04%
- Compared to education category CTR average - 0.73%

DISPLAY ADS

- Generated most clicks - 4,811
- 800,000 impressions

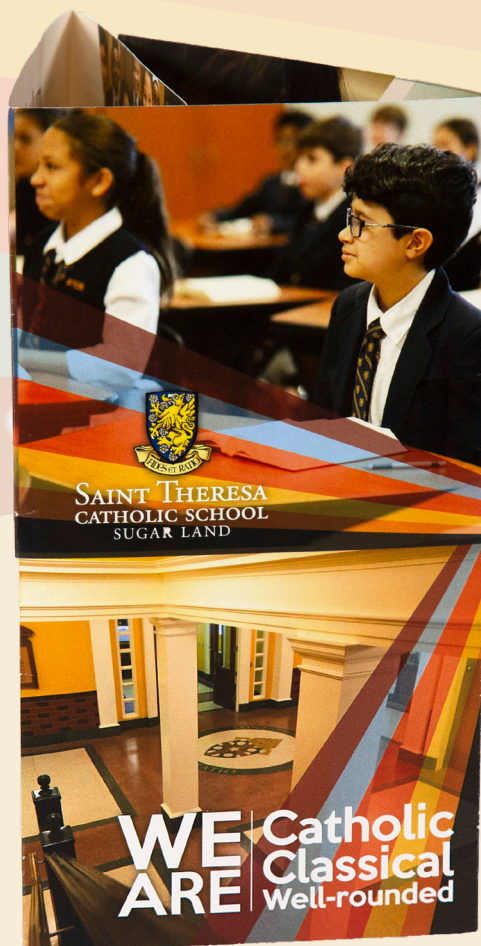


One key takeaway was the effective shift in messaging from a traditional, academics-driven strategy to one that focused on preparing students for successful high school submissions. By centering on the child's educational journey, we saw click-through rates soar above 5%, more than four times the education category's average 0.73%. The result? A client who was 100% pleased with the performance of their campaign.

08

Print Collateral

Our focus called for strong tactics to continue the conversation and connect with prospective families. So, we developed concise collateral highlighting the school's strongest selling points. In an easy-to-scan brochure format that aligned with the tone of our digital strategy, we presented STCS' mission statement, their extraordinary house system, and a brief overview of their rigorous curriculum. Having the right type of collateral is essential for a campaign's success, and in this case, we determined that a classic tri-fold brochure would be the best vehicle for delivering a wide-angle shot at how Saint Theresa shapes young minds.



lots of info
+ portable format
1 smart collateral piece.



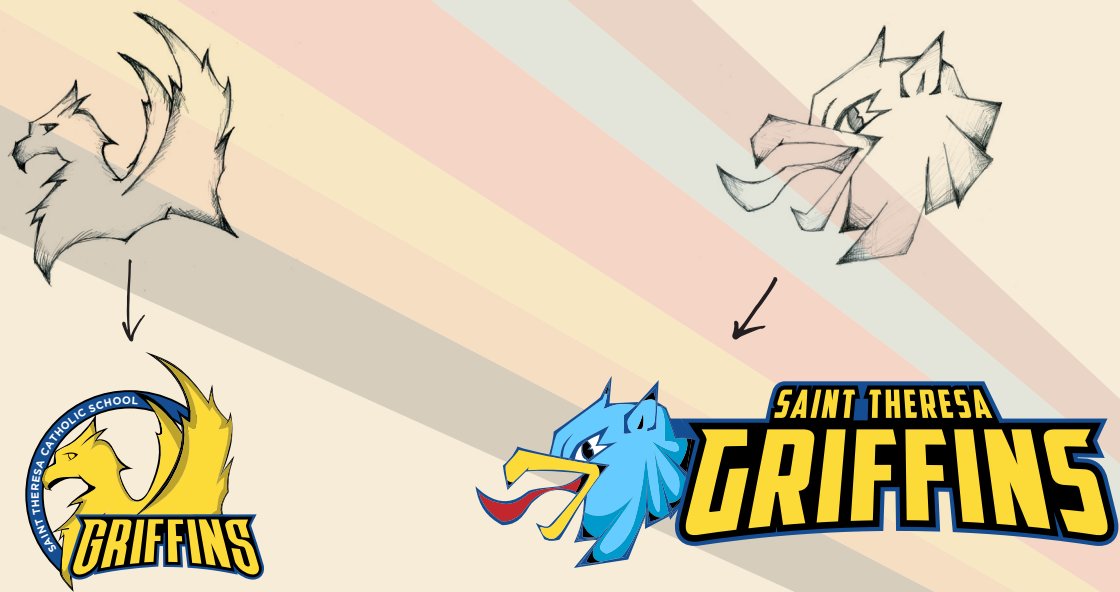
Video

No matter the industry, video content remains a favorite to build brand awareness and keep audiences engaged. It's particularly known as an effective genre of advertising for mobile users, which we knew were our main demographic, thanks to our digital strategy. In addition, video marketing is proven to build trust and speak to viewers' emotions. And, as one might imagine, choosing the right school for a child's future is a very heartfelt decision for parents.

For Saint Theresa Catholic School Sugar Land, creating video assets provided a clear opportunity to share their story, while also displaying the school and atmosphere itself. Easy to tailor and segment for various audiences, videos can bring any aspect to life, from mission statement to extra-curricular programming. Now, STCS can continue to reach desired audiences by showing their videos on their website, at open house presentations and beyond.

Athletic Logo Exploration

Even the most prestigious schools know that a well-rounded education involves an element of fun! That's why, as part of our work with Saint Theresa, we crafted a new athletic visual identity to ignite pride in their team, the Griffins. With a discovery session steering our efforts toward confidence, virtue, sportsmanship and heritage, we concepted and created three options for a logo that would represent Griffin spirit.



Basketball is the one with a goalie, yes?



The final logo embodied the heritage of the school through a crest, with three stars symbolizing teamwork, values and pride. By working closely with Saint Theresa and building off of their story, we designed a powerful logo that emphasized the school's values and athleticism. Now, that's what we call a win!

We design pieces across all mediums including some you might not expect, like sportswear. These uniforms were a slam dunk!

Community Activation

To bring the campaign home, we needed a grand slam community partnership idea. So, we paired Saint Theresa Catholic School and our favorite Atlantic League baseball team, the Sugar Land Skeeters. Through this, we were able to build brand awareness via home game commercials and a static image advertisement.

Baseball is part of the fabric of our community, so we seized this opportunity to share a glimpse into the Saint Theresa Catholic School experience with over 4,500 people at each of the Skeeters' 50 home games. It proved that there's no pinch hitter for a strategic media placement – this activation hit it out of the park!



As you can see, we've done our homework.

**Now, let's hit the books and take your
school to the next level.**

amagazi[™]
a creative company

amagazi.com

o.832.304.5500 | hello@amagazi.com

7155 old katy rd. ste. s255 | houston, tx 77024