

At the heart of every successful school district is a unique brand, one that builds a strong emotional connection between the school, your families and the community you serve.



A brand is more than a logo refresh and updated tagline. It's how your families *feel* about your schools, the teachers and the education your district provides. A well-defined brand helps parents, students, stakeholders and the community feel even more connected to your district. This emotional connection builds stronger relationships between the school district and those you serve. And ultimately, a strategically built brand can contribute to the long-term success of your school district.

AR&D's brand development process helps school districts define a clear, cohesive brand strategy based on valued attributes and student experiences, initiatives currently woven into the district's strategic plan, and the current opportunities and challenges facing the district.

It is comprised of three critical phases:

PHASE ONE

A brand research study to fully ascertain current stakeholder (parent) beliefs and behavior.

PHASE TWO

Development of a penetrating "value proposition" that best serves the future interest of the district.

PHASE THREE

Formulation of a brand message, tactical messaging concepts and creative treatments to drive the district's brand forward.

Key Features

Grow. Connect. Transform.

- Identify the school experiences that families and students in your district value most.
- Build a robust brand model that highlights the unique curriculum features and the passion your educators have for learning.
- Develop consistent brand messaging across all communication platforms and at each touchpoint.
- Implement a comprehensive training program for all employees so they can "live the brand" every day.
- Create a brand-driven culture by engaging key stakeholders and connecting with the community.
- Gain the competitive edge and increase student retention thus positioning your district for long-term success.



For More Information:

Hollis Grizzard, Jr., Lead Strategist
210.240.2482 | hgrizzard@ar-d.com