



MORE THAN JUST A BRAND!!

In our view, the primary task of the prospectus is to excite and inform, but not to disclose all. Its purpose is to persuade parents and children to visit a school for themselves. Increasingly it is the children who decide on the school they attend - they need to be considered in the prospectus design. The design of a good prospectus must reach its target audience.

Schools are vibrant, exciting and stimulating places. Our aim is to enable the school to convey a flavour of the real dynamics of each school. The results will convey the full breadth of activities that the school has to offer. We do not have a large team of agency staff but have for the last 20 years offered a personal and hands on approach. We have a different approach to most design agencies in that we make it our business to spend time discreetly photographing the life of the school. This labour intensive approach has differentiated our work from many other prospectus designers. Quite simply each prospectus we design reflects the life and spirit of each school culminating in individual, bespoke productions. Our client list includes Abberley Hall, Casterton, City of London School for Girls, Malvern College, Radley College, St Mary's Ascot, Uppingham, Winchester College and Wycombe Abbey.

In my experience, too many school's marketing managers are convinced that branding is all, I think this is too simplistic, we need to think deeper when it comes to marketing schools. We are not marketing coffee, motorcars or electric drills but unique institutions, shaped by real people with character, soul and passion.

To convey the quality of relationships between staff and children, the atmosphere and ambience demands a sensitive touch. We are NOT trying to impose an image on an inanimate product but need to tease out the excellence and success that is already there!

However, I strongly advocate the consistent implementation of a School's corporate identity, but not at the expense of the school's vision and soul. Both are qualities, which make the school so individual. To reinforce the school's public profile, consistent implementation of the corporate identity is vital. A school should clearly identify who they are in all they do. A confused corporate identity will do little to inspire confidence in our visually articulate society.

There is no doubt that achievement in academic skills is vital. But let's not overlook excellence in other skills, and increasingly parents look for these attributes in their choice of school for their children. Sport cultivates teamwork and cooperation. Drama, music and art encourages creativity, individuality and enriches the soul. Vigorous debate builds confidence and self-expression. Outward bound courses help to build interdependence and initiative. Social concern initiatives receive few accolades, but in many schools children experience the rewards of helping the less fortunate members of our community.

JWA are continually analysing how best a school can effectively communicate its breadth of skills. We consider it crucial to spend time familiarising ourselves with the school, talking to staff, taking meaningful photographs and learning what makes that school special. Each school has its own unique identity.

Our formula is simple - to design prospectuses which clearly give a first taste. We use our own candid, carefully observed photography to convey the natural life and spirit of the school. We spend time photographing those special areas that make each school unique. The right image can be extremely powerful - (it might be worth a thousand words!) appealing to both parents and children.

To maintain best practice it is vital we exercise careful monitoring of the printing process. Poor printing can undermine all the effort put into the design and photographic process. Similarly the choice of paper can make a real difference to the feel and presentation of the final product. For this reason we have developed a strong relationship with our printers. We are very enthusiastic about using recycled or FSC (Forestry Stewardship Council) paper and we advocate the use of printers who are committed to operate a conservation green policy.

Our client base is testament to the quality of work we produce.

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