



ABOUT ST URSULA'S

When St Ursula's approached Evolve Marketing in 2018, the college had realised that in order to remain one of Capricorn Coasts' premier schools they would need to modernise their brand presence for prospective and current students. Whilst staying true to their ethos as a highly sophisticated Catholic girls' school, St Ursula's was looking to educate their target audience and exhibit their strengths in cultivating well-educated and forward-thinking young women.

FROM CREATIVE TO MARKETING EXPERTISE

BRAND UPGRADE

VIDEO PRODUCTION

OUTDOOR ADVERTISING

CMS WEBSITE

FULL COLLATERAL SUITE

Evolve Marketing worked directly with St Ursula's key stakeholders including the Principal to create a brand-new look and feel for the school that still reflected their ethos as a girls' college providing Catholic education. Initially, St Ursula's and Evolve operated a whole-day branding workshop with the stakeholders to establish the past values and future outlook of the college in order to develop a modern positioning to underpin the new marketing strategy. As a result, it was imperative that the new branding was able to remain true to the colleges' well-known characteristics – including the colours of the beaches and the clear sky surrounding whilst still being a contemporary new fit evoking the sense of bold, confident, world-ready women.

Reflecting these conclusions, Evolve created a logo and brand positioning that suggested the aforementioned bold and confident feel and furthermore, a comprehensive creative strategy to guide the rollout of the marketing plan.

The implementation period integrated two channels – comprehensive roll out strategies for traditional and digital marketing mediums were developed in order to ensure that St Ursula's marketing spend would effectively reach their target. Expressing the modernised brand, the traditional strategy incorporated outdoor and internal advertising such as billboard concepts, brochures, enrolment presentations, signage, vehicle decals, uniforms and more.

The digital strategy was highly focused on connecting with the parents, students and greater audience. The execution of the new digital strategy incorporated a fresh new website with carefully curated content including modern video techniques, a refined approach to Facebook concentrating on communicating with parents as well as the community at large and the introduction of an Instagram page in which the students could directly interact with each other and their school.

BEFORE



world ready women

Jordan Irwin
Class of 2011 - College Captain, Dux and Prix D'Honneur
Bachelor of Science - Honours
PHD Medical Science

#empowerU

stursulas.qld.edu.au



have faith

"We are all **WINNERS**"

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not your average joe

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lead by example

"We are here to get you **THERE**"

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THE RESULT

As the new branding was able to tie together St Ursula's rich past with its vibrant future, the new branding was well-received by the stakeholders, staff, parents and students and will continue to roll out through all strategies over the coming years.