

Marketing in the Moment:

A Creative Workshop for Schools Ready to
Ditch the Script



with Becci Dive
Marketing Director

Quickly, about me...



- 15+ years in marketing
- Marketing Week 'Top 100 Marketer'; 30 under 30; Marketing Week 'Campaign of the Year' winner; aspiring beekeeper
- Most recently Marketing Director for Pret A Manger – previously Stella McCartney, Škoda, Sainsbury's
- Now freelance & fractional Marketing Director

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A Creative Workshop for Schools Ready to
Ditch the Script

“A traditional marketing calendar for independent schools is usually built around the admissions cycle, the academic year, and key decision moments for parents. It’s predictable and seasonal.”

ADMISSIONS

RETENTION

REPUTATION

“A traditional marketing calendar for independent (private) schools is usually built around the admissions cycle, the academic year, and key decision moments for parents. It’s predictable and seasonal.”

ADMISSIONS

RETENTION

REPUTATION

And you're all in the same complex battleground

**OTHER
INDEPENDENT
SCHOOLS**

**GRAMMAR
SCHOOLS**

**HIGH
PERFORMING
COMPREHENSIVES**

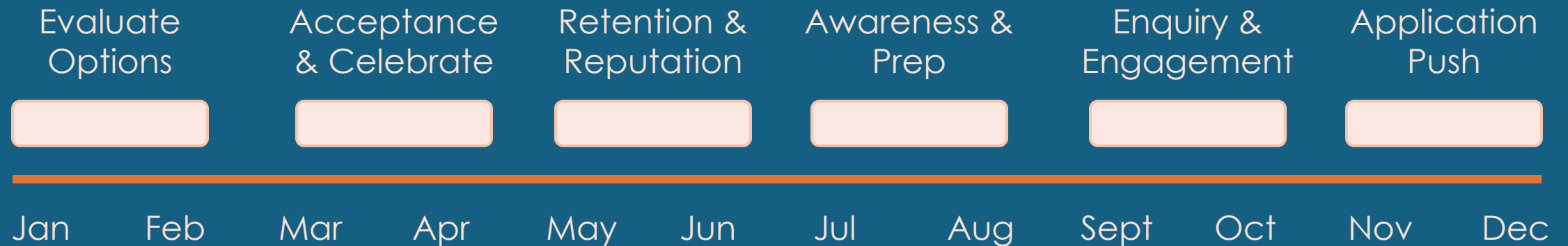
**INTERNATIONAL
SCHOOLS**

**STRUCTURAL
PRESSURES**

**FAMILY DELAY /
EXIT**

**“The real fact of the matter
is that nobody reads ads.
People read what interests
them, and sometimes it’s
an ad”**

This isn't about abandoning your marketing calendar, it is about rethinking the shape of it, and changing your mindset to include marketing for, not simply to, parents.



Looking at the functional and emotional shape of this month for parents, could open the door to new ways of connecting them with your brand

World Book Day	International Women's Day	Mother's Day	Easter holidays	End of financial year
w/c 2 nd March	w/c 9 th March	w/c 16 th March	w/c 23 rd March	

School calendar



Family calendar

This isn't about surrendering your calendar – it is about blending what your target customer is experiencing, thinking, or feeling and applying that to your marketing in order to better connect with them and foster an emotional connection.

**How can you better
connect and cut
through, by
understanding your
customers lives?**

Sainsbury's

- Families' costs spike in summer holidays
- Summer sales dip as customers switch to cheaper competitors





- Sales dip in summer as core city worker customer base are away on holiday and spending time juggling childcare at home vs. the office

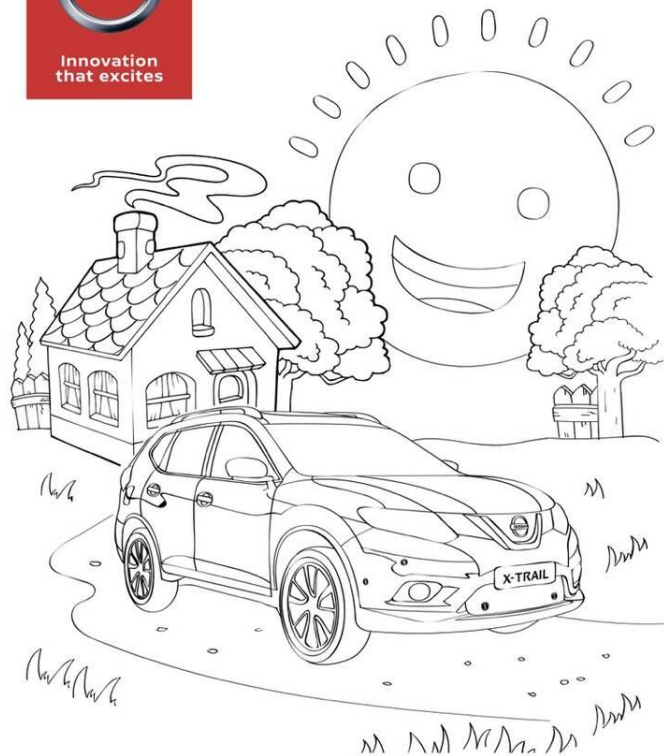


Is the head of marketing for @Pret on acid? Asking for everyone in the UK
XOX





- Women influence 85% of car buying decisions and are 62% of car buyers, but category sales process often alienates them



BROUGHT TO YOU BY THE NEW 7-SEATER NISSAN X-TRAIL.
FOR ALL LIFE'S COLOURFUL ADVENTURES.

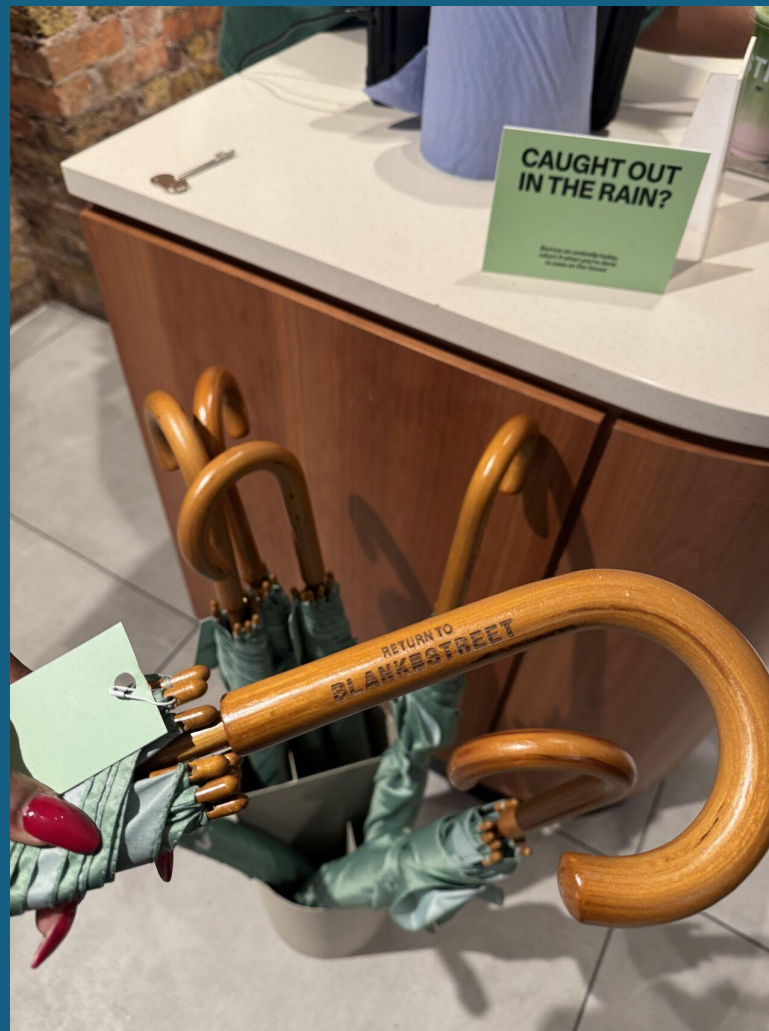
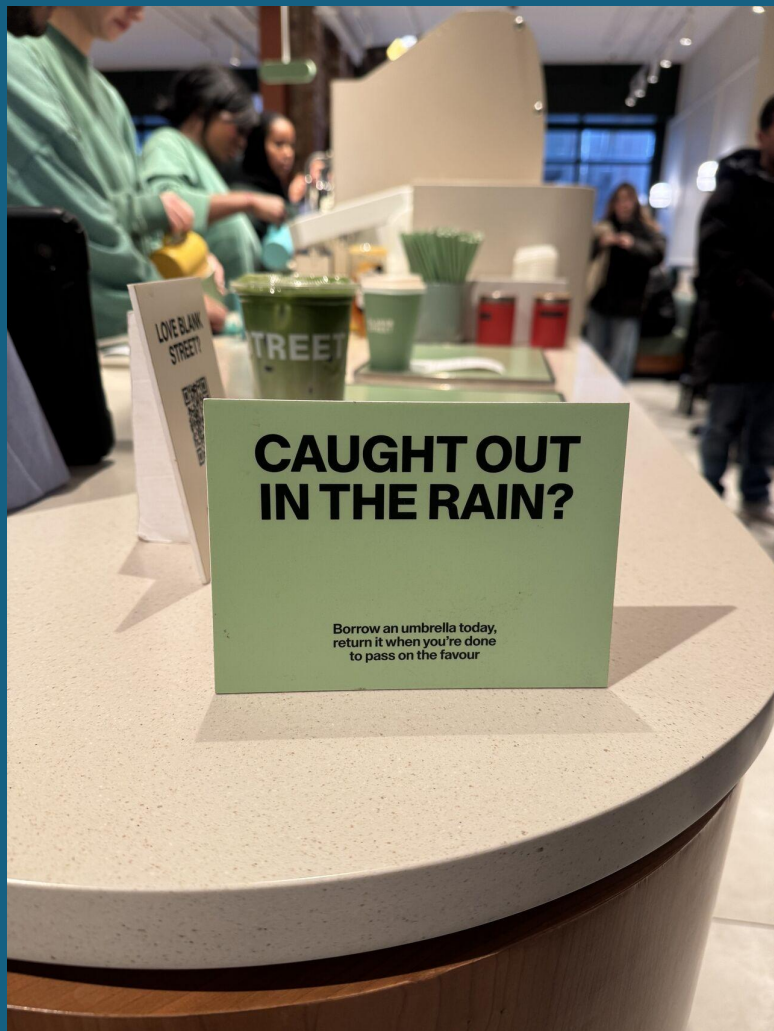
Nissan. You'll Never Look Back.



The logo for Blank Street, featuring the words "BLANK" and "STREET" in a bold, white, sans-serif font, stacked vertically. The text is centered within a solid olive-green square.

BLANK STREET

- Category challenger with smaller footprint and marketing budgets than established players



The customer brain
is the key
competitor
battleground

More factors than
simply 'what you
say' to making
someone care
about your
message

How can you
change your
marketing to be
'for', rather than
'to'?

How can you insert
your brand with
meaning into the
rhythm of your
customer's life

Use seasonal
predictability to
your advantage

Emotional
connection = long
term loyalty and
trust

Now, over to you...

**CLOCKS
CHANGE**

**END OF
FINANCIAL
YEAR**

**FOOTBALL
WORLD CUP**

CHRISTMAS

FATHER'S DAY

**EASTER
HOLIDAY**

Questions...