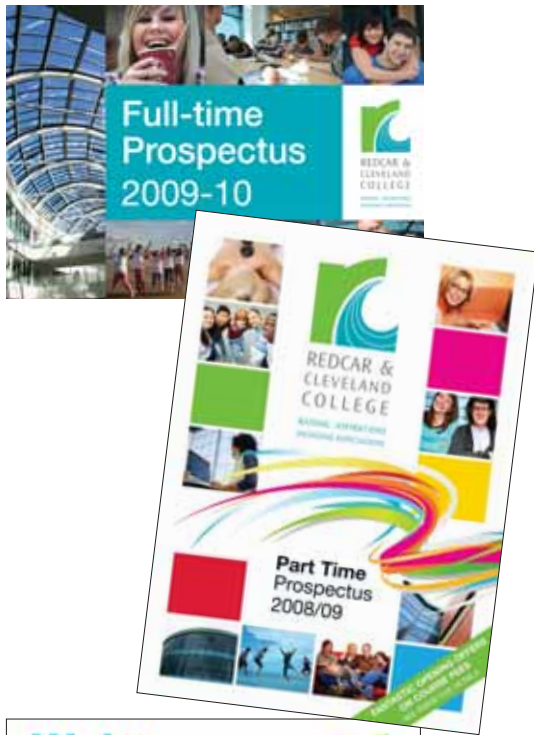


CASE STUDY

Redcar & Cleveland College

Full service marketing and brand development



Brief

In 2006, Redcar & Cleveland College began the process of planning for its move to a new £26 million building. This represented an opportunity for the College to reposition itself as a leading provider of further education in the Tees Valley and beyond.

To make the most of the opportunity, the College needed to establish a long-term partnership with a full service agency with a thorough understanding of the adult learning marketplace and a strategic approach to brand development.

DTW was initially appointed to undertake research and corporate identity development, and was later asked to manage all external and internal marketing and communications.

The project

The work began with comprehensive quantitative and qualitative research to identify student, public and employer awareness and attitudes. This fed into the development of the new corporate identity, as well as providing a benchmark against which future progress would be measured.

The new identity was rolled out during the building stage and opening of the new college building in September 2008. This included a major PR and marketing programme and launch of a new website in advance of the opening.

The work to build the College brand and promote enrolments has continued with a rolling annual programme which includes:

- Strategic marketing and communications planning
- Further www development
- E-marketing
- Advertising campaigns
- Publications
- Direct marketing
- Event management
- Media relations
- Internal communications

continued overleaf



www.dtw.co.uk



In 2009, the College succeeded in improving its Ofsted rating from “satisfactory” to “good” and in 2009 announced a £3.5 million higher education development on the campus, in collaboration with two key sponsors, Teesside University and the Sir William Turner Foundation Trust.

Outcomes

Three years on from the original benchmark survey, further research in December 2009 will determine how successful the marketing and brand development work has been.

The indications are good, with enquiries and enrolments reaching new levels, attendance at college events soaring and client satisfaction with the DTW service high.

In October 2009, DTW's contract was further extended to help lead the College's further expansion.

