

Creativeworld Education

Design | Marketing | Digital Media





A WORLD OF **CREATIVITY**

**Introducing Creativeworld -
a full service marketing agency**

www.creativeworld.co.uk/education

Working across all disciplines of marketing, our team has over 30 years experience in education. We partner with organisations to meet their aims and objectives by communicating effectively with their stakeholders, students, parents and communities.

BRANDING

Create a brand that inspires, engages and drives loyalty

"The brand" conveys how people feel about your organisation, both internally and externally. It underpins the whole vision and values, it is the key to the success of any organisation.

It's your voice, appearance, identity and beliefs, it's not just a logo!

Heckmondwike Grammar
& Sixth Form



“

*Your brand is not just a logo,
a prospectus or a website...
it's an experience*

”



De La Salle High School



PROSPECTUS DESIGN

**Creative and bespoke prospectus
design to enhance your profile**

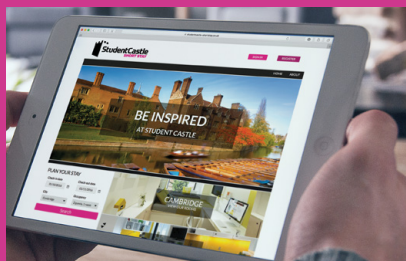
It's where brilliant ideas can be brought to life through print. Choosing the right materials and photography are key components to a successful printed piece of work that showcase your School or College to your future students.

We don't just create a printed prospectus - we develop luxury layflat premium publications.



**DESIGN
& PRINT**

www.creativeworld.co.uk/education



Student Castle



Mount Carmel R.C. High School



Ecole Ruban Vert

WEBSITE SOLUTIONS

Developing personalised web solutions for your school or college

It is the main focal point for your audience, whether it be parents, students, alumni or prospective visitors; the content needs to be relevant and engaging whilst clearly communicating the brand values and beliefs.

“ ‘User Experience’... You’ve got to start with the customer experience and work back towards technology - not the other way around.

Steve Jobs

”



“ Visual content is more than 40 times more likely to get shared on social media than other types of content ”
(2018) Source: HubSpot

SOCIAL MEDIA & DIGITAL MARKETING

Engaging and interactive content through digital to achieve results!

Technology is taking over, we know that! Not just only for students, but parents too. The iGeneration are here and they are influenced by what they read, see and hear online.

Our services include:

- E-mail campaigns (targeted)
- Social Media set up, creation and management
- Digital campaigns (advertisements, click through linking, PPC, SEO)
- Database management and reporting

Visit our website to **view our latest Social Media Packages**



Mount Carmel
R.C. High School



“ 92% of mobile video viewers share content with others
Source: Invodo ”



De La Salle High School

VIDEO & PHOTOGRAPHY

Convey your message to your audience through engaging content

As part of any strategy for a School or College it's essential for a potential student to understand how it will feel, how it looks, what is the environment? The creation of virtual open days, high quality video and photography should enable them to visualise their future and encourage them to become a student.



www.creativeworld.co.uk/education



UCFB Exhibition Stand

CREATIVE DISPLAYS

Maximise the power of your brand

We have vast experience of producing a range of display products, from fully personalised display and build structures through to large format display panels in various sizes and finishes for our education and commercial clientele.

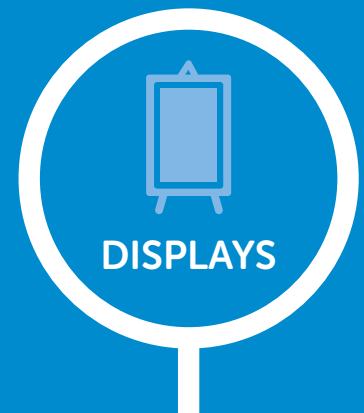
Perfect for open days, school visits, corridors, halls or classrooms, display systems and image boards are a great way to create attention and deliver key messages.



First Travel Education Exhibition System



Student Castle Exhibition System





PRINT MANAGEMENT

Brand continuity across all printed collateral

With over 30 years of experience within the print sector, we will enable you to make the right choice for your printed collateral whilst budgets and other influential factors are considered. We can offer a service that is personalised to you, by creating high quality printed literature that will stand out from the competition.

STAKEHOLDER ENGAGEMENT

Understand and engage with your audience to influence your brand and future strategies

When partnerships are in place, this influences perceptions and expectations of stakeholders and a better understanding of the organisations project planning. Don't make the mistake of thinking you know how your audience thinks!





MAKE CONTACT

David Bennett
T: 01282 858200
E: dave@creativeworld.co.uk

Head Office:
Saturn House, Mercury Rise
Altham Business Park
Altham, Lancashire BB5 5BY

Daniel Palmer
T: 020 8763 2840
E: dan@creativeworld.co.uk

London Office:
Creativeworld London
4 Wendle Square
London, SW11 4SS



#teamcreative

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