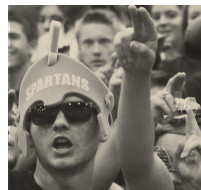


# our case

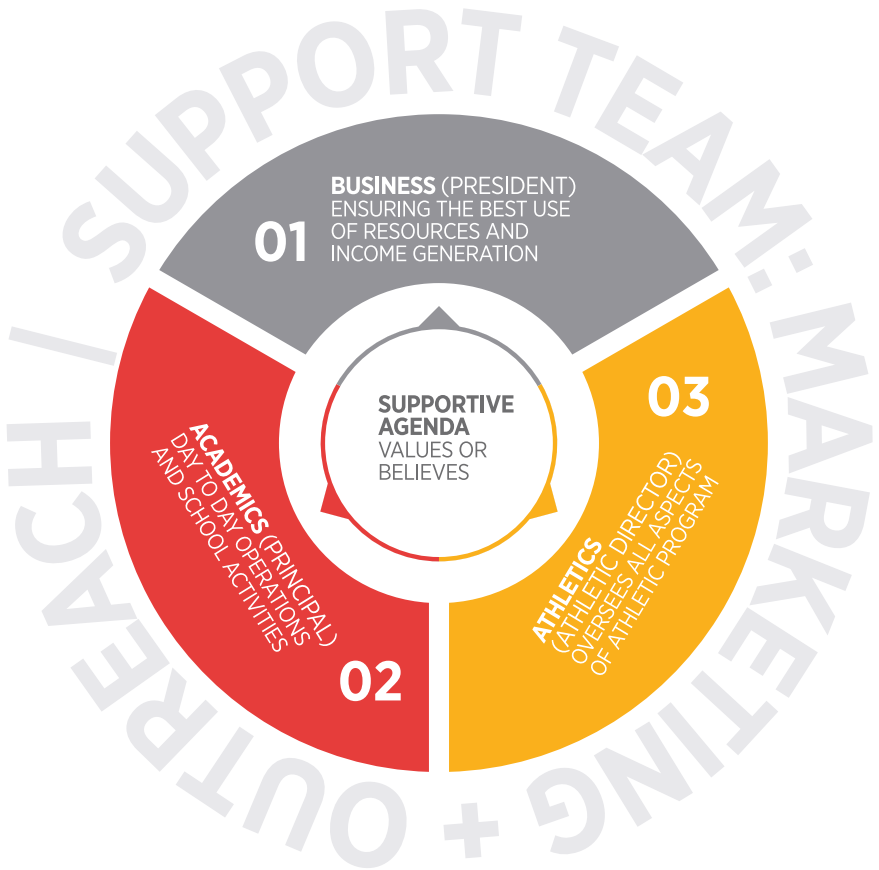
## WHO: DAMIEN HIGH SCHOOL

Damien High School is a nationally recognized leader of academic excellence and well respected for developing the talents and potential of high school boys. Inspired by the compassionate example of Saint Damien of Molokai to ensure the well-being of others, Damien has a strong tradition of educating students to be men of service, scholarship, and faith.



**PROBLEM:**

The challenge was to restructure their current brand that would be unique and parallels with a schools 60 plus years of excellence and tradition. The staff branched off and created their own designs, colors, and messaging which made the vision and look of the school confusing to their community. Competitors of Damien have continually updated their look and messaging...Damien was significantly behind in a variety of areas. **To continually attract new families as well as appeal to the current population Damien needed AD+S.**



### **FINDINGS (FALL 2016):**

Damien High School has a decentralized marketing/information system, which leads to pockets of specialized information within various divisions and departments (silos). Within the organization, it appears that this decentralized approach confuses and frustrates the constituents who are familiar with this structure. Outside the organization, constituents are compelled to go to several places via the web or on campus for answers. This ultimately dilutes the delivery of quality marketing/customer service for all constituents.

- + Too decentralized
- + Pockets of Information
- + Poorly Communicated
- + Confusing and frustrating
- + Too many places for answers

With no brand identity, the school lacks consistency in its messaging. This increases the potential of error and the delivery of inconsistent or unreliable levels of marketing/customer service. Information systems such as websites, social media and organization practices are also found to lack consistent messaging and are unreliable to the constituents.

- + Inconsistent/Unreliable information sharing
- + No formal system in place
- + Confusing and unreliable information systems  
(e.g. Websites, Social Media)

With an increase of competition for students by public, charter and academy schools as well as projections strongly suggesting decreases in the parochial student population, it is found that the current marketing system for recruiting students is not working effectively, poorly communicated, inconsistent and are unprepared to address the concerns of student recruitment and marketing.

## **SOLUTION:**

AD+S collaborated and reviewed the direction Damien High School wanted to go. **The challenge** was to create a look, message, and brand that precisely continued the tradition of this established community. **The branding** system we agreed upon has a good mix of established tradition and current clean lines. **Better yet**, we created a system that will be able to evolve over time. This allows for flexibility and consistency as the school adds programs and continues to grow. By establishing the foundation, along with the transition from typography to imagery, AD+S allowed Damien to flourish in the new era of private school competition. Implementing classic as well as contemporary fonts, coloring and images granted Damien High School the availability to continually grow its heritage. The appeal was to a vast community that had not been thought through or established previously, gives the opportunity for Damien to flourish for years to come.



## **TESTIMONIAL**

“Pia’s talent, professionalism and keen ability to take a conversation from concept to finished project has provided our organization with a cohesive and polished brand presence. She listens with intent, understands our goals, and consistently delivers projects on time, on message, and with a high standard of excellence.

When Covid-19 disrupted our school’s commencement traditions for the first time in 60 years Pia, came to the rescue with fresh ideas and a “yes we can” attitude. Her innovative thinking and rapid response to our changing needs resulted in a beautiful digital senior recognition and commencement experience the Damien High School community is proud of.

In addition to delivering beautiful designs and projects, Pia is always on the lookout for new ideas and strategies to enhance our marketing efforts. Pia Abbot is an invaluable member of our team!”

### **CARRIE BIRCHLER**

DIRECTOR OF OUTREACH MARKETING DAMIEN HIGH SCHOOL