

CASE STUDY//SNAPSHOT

CASE STUDY #03

THE CATEGORY// EDUCATION

THE PRODUCT // REAL LIVING

THE CLIENT// INTERNATIONAL SCHOOL OF COLOUR & DESIGN

THE CAMPAIGN// ISCD SPONSOR THE SCHOOL OF REAL LIVING

THE STATS

READERSHIP// 136,000

REACH// 544,000 (ACROSS 4 ISSUES)

CORE TARGET// WOMEN AGED 25-49

CHANNELS// PRINT, ONLINE, SOCIAL MEDIA, EVENT

ROI INDEX//241%

THE DELIVERY



MAGAZINE

Print advertorials as well as editorial call to action and post event coverage ran across four issues of real living.



TABLET

Promotion of the school of real living events ran across the real living branded facebook and Twitter accounts.

WEB

Video footage and fact sheets from the school of real living ran on the real living website.



THE CHALLENGE

Recruit new readers to enrol in ISCD colour and design courses, starting from the short foundation course.

THE SOLUTION

ISCD were given the opportunity to sponsor the school of real living which allowed real living and ISCD to give readers a hands-on preview of the types of things that they would learn in an ISCD course.

THE RESULTS

Print advertorials educated readers on what real students have learnt while studying, and the national events that all sold out were a huge success to give readers a truly hands-on experience.

THE CLIENT'S TESTIMONIAL



The school of real living was a fantastic opportunity to tap into the real living audience and introduce the International School of Colour and Design to them.



Lucy Sutherland – Sales and Marketing Manager, ISCD

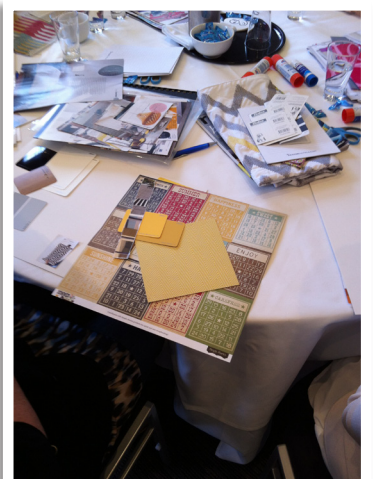
A LITTLE BIT MORE...

EXTRAS



4-PAGE ADVERTORIAL

This advertorial showcased actual ISCD students and the projects that they completed in the different courses that they were enrolled in.



FROM LEFT TO RIGHT:

Deborah Bibby, Editor with a reader at the school of real living; Jacinta Preston giving a reader some inspiration; Readers choose their colour swatches to create their individual moodboards; Paint swatches and real living magazine pages for readers to get inspiration from.