

BRAND DISCOVER CASE STUDY

CAMPAIGN OBJECTIVES

Promote a Melbourne independent boys school as dedicated to fostering personal excellence through education.

CAMPAIGN EXECUTION

Brand Discover

TARGET AUDIENCE

Parents - Social Grade A
PI \$100K-120K+

FIELDWORK PERIOD

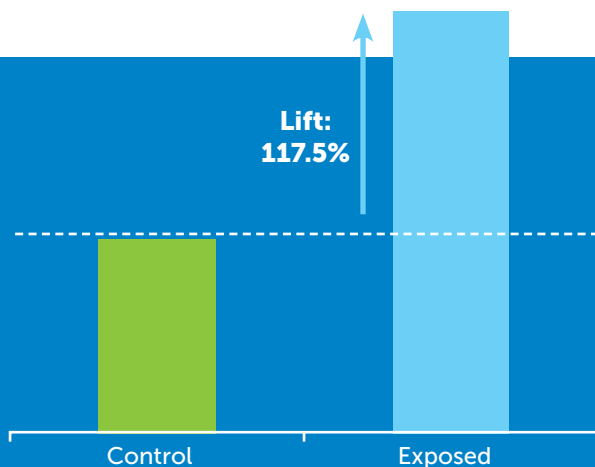
18th September 2014
– 5th January 2015

SAMPLE SIZE

n=408

RESEARCH METHODOLOGY

A simultaneous capture of control / exposed sample was employed with invitation to complete an online survey launched via site intercept methodology



RESULT

Brand Discover was very successful in driving positive attitudes towards the school, achieving extraordinary aggregate brand lift of over **117%**