

# Independent Day School: Branding

Objective Determine the most powerful constituent brand position

Data Source Focus groups plus one-on-one interviews with students, staff/faculty, parents and alumni

Question *“What would you say to recommend the School?”*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS

student

centered

involvement

ThoughtScan Frequency

78

28

23

ThoughtTalk

*“Student-centered is the name of the game.”*

*“Student focus is the goal of staff.”*

*“It’s cool to be smart here. They care about us students.”*

Results

The School’s total dedication to **student-centered education** and parental **involvement** is paying off. Case awarded them “Best Written School Magazine.”

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