The Collective is the South’s leading integrated video production and marketing agency, offering effective and measurable services to the education sector.

We offer unique marketing support utilising experts in their chosen fields to ensure our clients receive the most cost-effective and efficient solutions. We work with companies of all sizes and are an end-to-end creative business, with ambition to exceed client’s expectations in every area of the project.

Our team is professional, creative and resourceful, with a background in education, creativity and design. This allows us to provide the knowledge and expertise our clients are seeking.

integrated marketing for education
Our experienced team will bring your videos alive – matching your budget and achieving your deadline.

With our unique approach to each production, we work to understand your school, culture and objectives enabling us to develop engaging video which is totally bespoke. Incorporating video into your marketing mix not only offers parents a clearer understanding of your capabilities and services, but it will also help your SEO, boost your online presence and often provide a digital advantage over your competitors.

Choosing us to produce your video will guarantee a highly professional and stress-free experience. We do everything from concept meetings, writing scripts, producing storyboards, filming, lighting, audio recording and all the post production required to deliver your video.

Our dynamic team takes great pride in not only meeting but exceeding your expectations.
We do all the work: from concept to storyboard, shot list to filming, editing to strategy.

All we need from you is your knowledge of your school, your time for a couple of meetings and a smile when you see the final result.

**marketing videos**
School promotional videos help build brand identity and establish your school values and ethos. Showcase who you are and what you can do for your children with a medium that guarantees engagement and transmits a clear and focussed message.

**case study / parent testimonial**
A third party endorsement for your establishment is worth its weight in gold, and is so much more effective than what you can say about your own school. Give that happy parent a platform to explain to other potential parents what a difference you can make to their child.

**how to / educational demonstration**
Video tutorials are an excellent way of learning. Done well, they are easy to follow with vital information that provides parents, staff and children with what they require. A quality output is a must, as there is nothing more annoying than trying to learn something on YouTube or Vimeo where the video is jumpy and low quality and the sound is so poor you struggle to hear a thing. A video will engage an audience much more than anything in writing.

**internal communications**
Communicate clearly and effectively with your team, using video as a cost-effective solution for training, information flow and staff management.

**animation**
Bring your how to videos to life using our expert animation skills; perfect for homework help guides.
As virtual reality becomes mainstream more organisations are looking to create immersive 360 degree virtual tours that can be viewed on tablets, computer, VR headsets & 360-capable platforms such as Facebook and YouTube.

Our virtual reality tours can be easily embedded directly onto your website or social media platform without the use of additional software and no extra cost.

360 virtual tours don’t just view the image, immerse yourself in it
bring your facility to life with a 360 image or virtual tour

Trigger points can be added to make objects in the experience interactive, bringing your space to life and enabling your audience to experience your service in virtual reality.

If you are promoting a space for hire, or want to give prospective parents a view of your school, a 360 virtual tour will offer them the feeling of being there first hand, helping them to make those key decisions.
360 images and virtual tours are changing the landscape of image marketing. The audience no longer is satisfied with just viewing a photograph - they want to be part of it. And you can give them that without spending a huge amount of money.

**single 360 images**

Boost your website and social media channels by offering visitors the 360 experience. Single images can help to portray a particular classroom or leisure facility, which allow parents to get a life-like feel for your school.

**aerial footage**

To capture your playing fields and outside MUGA’s, and promote the scale of your school site, our aerial capability includes 360 images that can be incorporated into a virtual tour or used as stand-alone images.

**virtual tours**

To promote your facilities to community groups who may be looking to hire them, a virtual tour allows you to showcase what you have, with points of interest and links to other websites. In addition, if a prospective parent can tour the school from the comfort of their own home, they have already formed a favourable impression before they visit.
Design is at the heart of any brand. It is the difference between a clear, easy and professional-looking message from one that is dated and disparate. So much more than just graphics, good design is absolutely essential for a modern and balanced brand.

Our team is comprised of specialists who have worked with many schools from nursery to secondary. Our designers have an understanding of the education sector and what is required in order to relate and engage with parents. Whether it is a full re-brand, a customisation of your logo or a new suite of school literature, we ensure every project reflects your identity. We pride ourselves on taking the time to know you so we can create visuals that best represent you.

Having worked with clients in the educational sector for many years, we understand that each project is unique and we dedicate the right level of resource to exceed your expectations.

Design

Quality design is integral to any project

Design is not just what it looks like and feels, design is how it works.
Design is at the heart of any brand, it is the difference between a clear, easy and professional looking message from one that is outdated and disparate. Design is more than good graphics, it is absolutely essential for modern and balanced branding.

**school logo**
Your school logo is often the first visual communication parents have with your school, whether that be your logo on literature or a sign on the wall. It is important therefore your brand has a clearly defined identity and there is a consistency across all outputs. Refreshing your school logo can create a buzz with associated benefits such as boosting your school’s identity, creating an image which is in-line with your values.

**print**
Well implemented flyers, brochures, folders or leaflets are still a great way to attract and impress new parents, and with the rise of digital print it’s more cost-effective and flexible than ever.

**advertising**
Advertising is a useful marketing tool to raise your school’s profile and keep you relevant in your target parent’s minds. Many advertising mediums also enable you to be seen by a much wider audience. Targeted advertising, combined with captivating design, can be effective across print, social media and online.

**graphic design**
Visually stimulating content is key to projecting what you have to offer to parents. Being recognised by an image is the holy grail of design (think ‘tick’ for Nike), so working with experienced designers that understand your school’s values and ethos is crucial for your identity and your school’s success.
Digital marketing is about maximising your presence online, to turn an online audience into real parents. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: online.

We understand and learn what works for our schools and design digital campaigns to maximise the return on investment. We create new content to populate your social media networks, and provide updates for your website, guaranteeing you the exposure you need to attract new enquiries.

Whether it is a website revamp, an online newsletter or social media updates, we work closely with you to target your audience and produce effective digital marketing.

digital marketing
content that expands your audience

experts in digital marketing strategies, ranging from SEO and email marketing to content marketing and website development
Digital Marketing relies on engaging content, through a medium that is user-friendly and captivating.

**social media**
The audience social media can reach is vast, and is one of the most effective tools in digital marketing, when used correctly. We manage your social platforms, from a single campaign to long-term agreement, ensuring the right content at the right time, all designed to keep your marketing strategy on target.

**email marketing**
Used as one of the most effective ways of communicating with a wider audience, we help you to target the right communities whether it’s a one-off campaign or an established long-term approach.

**web development**
From coding and flash animation to copywriting, web development can be a minefield. Our team of developers will suggest the right platform for your website, and fulfil all aspects of web development. Optimising your website for multi-platform compatibility for use on all devices is a pre-requisite, as is ensuring the flow of the website encourages visitors to make contact or purchase.

**video prospectuses**
As an alternative to a school prospectus, and a way to bring your school to life, video prospectuses take some beating. With your choice of content, they impress potential parents and give an insight to daily life behind closed school gates.

**SEO**
For your website to rank highly in an organic search engine listing, your pages must be optimised with your relevant keywords. We carry out a full SEO assessment of your website, identifying your competitors, optimising your metadata and inputting your keywords. We can review your data periodically to ensure you’re getting found and that visitors are finding what they are looking for.
We specialise in the proactive analysis, planning and implementation of your marketing strategy and communication plans. By working closely with you to identify your school’s strengths, goals and opportunities, we then maximise your marketing activities to provide the very best exposure and engagement within your community. By working closely with you to identify your school’s strengths, goals and opportunities, we then ensure you can maximise your marketing activities to provide the very best returns on your investment.

strategic marketing planning is the key to success
developing strategic marketing plans to help you maximise your marketing investment
"If I had known how easy it would be to have a professional video made, I would have done it much sooner!

The team were very experienced and there was no disruption to the school at all while filming took place."

Ian Taylor
Headteacher,
Oakwood Primary School, Southampton

marketing strategy
Developing a marketing strategy for your school will give you the confidence to implement identified marketing activities on time and to a budget. In addition, you will know you are targeting the right parents with appropriate marketing objectives. Following a structured plan builds on your strengths and helps you to exploit opportunities.

project management
Keep your projects on track and give them the attention they deserve with a dedicated Project Manager. This gives you peace of mind, knowing your marketing strategy is in the hands of marketing experts, freeing you up to work on what you do best.

communication plans
A communications plan translates your marketing strategy into action. Achieve your marketing objectives and plan your activities in advance, so you know exactly what will be happening and when.

design support
Recruitment shows and events are a useful way to connect you with potential new staff and parents but they can be expensive. Make the most of your commitment by identifying who you want to target, how you want your stand to look and what you want to say. PR support in the lead up to and during the event can prove invaluable to tell your audience and prospective visitors you are there.
We have the expertise and media know-how to generate effective content that communicates your message to your audience through our established contacts in online and offline media. We spend the time understanding your needs and how we can best support them, and by investing time to ensure the successful transmission of your message.

We are passionate about what we do and extend that into our working relationships. So whether it’s building credible relationships with journalists to increase school awareness or raising your profile with events, you can rely on us to deliver the most effective results time and time again.
media relations
Ensure your school and work get noticed through traditional and effective means, and advertise your capabilities through editorial, online and journal exposure.

press releases
If you’ve got a story to tell to a wider audience, press releases are an integral part of your marketing strategy, to generate effective exposure and raise your profile.

awards
Entering for awards are an effective way to promote your successes – we can help you apply, to boost your school’s prestige locally, nationally and internationally.

editorial content
Providing editorial content is a guaranteed way to raise your profile. We can manage the process, from setting up opportunities with leading educational journals, to preparing and managing the content and liaising with editors and journalists to maximise the exposure.

open days
Enhance your reputation and build your profile by opening up your school to parents and children once a year. Nothing beats a captive audience for an opportunity to spread your key messages. We can organise the whole event from designing invitations to helping host on the day, leaving you free to concentrate on the important task of building new relationships.
We are passionate about photography. We’ve been capturing compelling images for the education sector for years, and our experience has seen us work for a diverse client base. We are mindful of your school and the message you’re looking to convey; that’s why we work closely with you to determine what you want to achieve. Our creative team then use the latest technology and software to turn your vision into reality.

Our photography provides rich content that looks great for print and web. And our in-house studio gives you, and us, the flexibility to set up the perfect shot.

We go out of our way to make even the most camera-shy feel relaxed and arrive on shoot fully prepared with our pre-approved brief. We adapt to any given situation to ensure that you get the very best from our skilled team and understand the importance of a smooth running day, so ensure that we blend into the background keeping disruption to an absolute minimum.

Our friendly and highly experienced photographers will bring your school to life using the very latest techniques and equipment.
prospectus
We create stunning images that represent your school in the best possible light. We cover all aspects of educational photography and always ensure we remain true to your values and the messages you want to portray.

Website
A story with a photo is always better than a story without. Pictures make your story stand out, they catch your eye and, like a great headline, can make all the difference between someone clicking on your website or not.

Headshots / Team
Highlight your key staff and introduce team members with professional head shots, for use on your website, in your internal communications and around your school. A team photograph is an effective way to promote the size and scope of your school.
Malmesbury Park Primary School is fully committed to the needs and welfare of their children. They work hard to ensure that their children are happy at school and feel confident to share any anxieties with caring and sensitive staff.

The school was opened in 1901 and has been extended and developed extensively over the years. They provide opportunities to learn in a caring, challenging environment and have created a supportive learning environment that develops confidence. They work together to make learning purposeful and rewarding.

case study
Malmesbury Park

what they wanted

Videos representing the school and their beliefs.
Website redesign for both Malmesbury Primary School and the Bournemouth Primary MAT.
Printed material to showcase key information for parents.

what we did

Produced a values video for Malmesbury which included working directly with the children and producing both scripts and edited voiceovers.
Redesigned the Malmesbury School website to host a better user experience, branded content and high quality photography.
Designed a prospectus for the primary school, including graphics, photography and content production.
Created a logo for Bournemouth Primary MAT.
Redesigned Bournemouth Primary MAT’s website and online graphics.
Stanley Green has been serving the local community since 1954 and is a popular, four form entry school that prides itself in making children feel secure, cared for and valued.

They offer a rich and rewarding curriculum, where children can gain as much first hand experience of learning outside of the classroom as they can inside. Pupils are encouraged to contribute positively to the running of the school and they are very much rooted in the community.

The academy see the development of their children as a partnership between home and school where they work and learn together and use the outside environment as their learning classroom.

case study
Stanley Green Infant Academy

what they wanted
To create more online awareness of the school.
Include and engage existing and new parents.
Increase exposure within the community.

what we did
School Values video which included script, filming, and editing.
Extensive PR support.
A series of homework help videos customised for the different school years.
Kingsleigh Primary School is a large school located in Bournemouth with 500 children and 80 staff members. The school has recently undergone a significant extension project to improve its facilities and add new capacity, with this came our partnership to highlight the school for local parents and provide on-going marketing support.

**Case Study**

**Kingsleigh Primary School**

**What they wanted**

- To promote the school within their local community.
- Demonstrate their new facilities.
- Improve communications with parents.

**What we did**

- Created and produced a Video Prospectus to communicate Kingsleigh’s culture and ethos.
- Also produced a Nursery video to promote their offer to new parents.
- Provide ongoing website, social media and SEO support to develop their existing communications and form a positive attitude with new parents.
- Regular advertorials and write press releases to promote their open days and key events through local press.
testimonials
what schools say about us

“Thank you so much for your brilliant job on the website. The launch went flawlessly and everybody was extremely complimentary about how professional and up-together the website looked. We have already had a lot of interest. I know how incredibly hard you have worked and it certainly shows. We are very, very appreciative.”
Sue Marsh and Andrew Crosby
Beechwood Teaching School, Southampton

“We receive very good value for money from The Collective. We do allocate some budget for the work they do, and for every extra child we get over and above those we expect in we receive £3000 per child, and in fact we now have 100 more children than we did last year.”
Richard Gower, Headteacher
Kingsleigh Primary School, Bournemouth

“I have received several comments from parents on our homework help videos including:
“This has been really helpful to see it so clearly - I now understand how to help my child”
Jackie Green, Headteacher
Malmesbury Park Primary School

“The ‘How to’ movies are so supportive when you have a child that is struggling with maths homework.”

“Knowing how to ask the right questions when I am reading with my daughter has made bedtime stories more interactive.”
Parents from St Monica Primary School, Southampton

“We are extremely pleased with the services The Collective Group have provided for our school. Both the videos and school website they constructed for us were polished, professional and most importantly of all, excellent representations of our school ethos and values. We found The Collective Group highly accommodating to work with, they listened carefully to our requests and specifications (even if this did evolve and change as the website developed!) They delivered on all agreements in a timely manner, and were prompt to respond to queries by telephone and email. I would highly recommend them.”
Matt Hall, Deputy Headteacher
Easthampstead Park Community School, Bracknell