

Executive Report: School Turnaround (2014 - 2023)

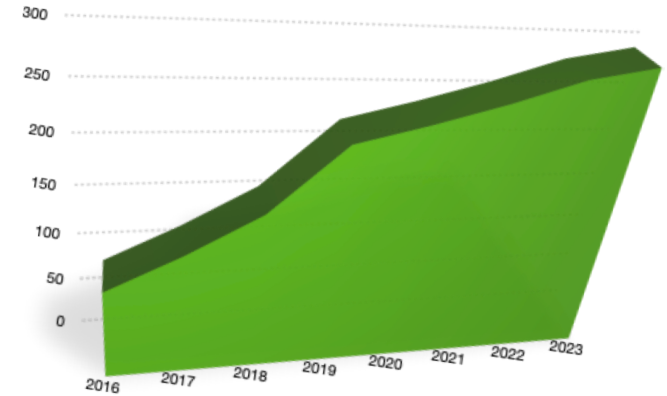
Advertising Case Study - Centro Pedagogico Torres Quintero, Tecate, Mexico

This executive report presents a case study of the Centro Pedagogico Torres Quintero, a school that faced significant challenges in 2014, with only 95 students and the looming possibility of shutting down operations. The school sought the expertise of our company to revitalize its image, attract new students, maintain the ones on going, and explore additional revenue streams.



IMPORTANT ACHIEVEMENTS

Over the course of eight years, a series of strategic advertising-marketing initiatives were implemented, resulting in a remarkable turnaround for the schools profit and identity. Generating a landmark of value and interest for the locality.



KEY ACTIONS AND STRATEGIES

2016 2023

Key Action/Strategy	2016	2023
Rebranding:	100%	100%
Visual Transformation:	100%	100%
Strategic Business Plan:	100%	100%
Online Interconnection:	100%	100%
Yearly Advertising Campaigns:	100%	100%
Core Communication Campaigns:	100%	100%
Impactful Graphic Design:	100%	100%

By 2023, the school's student population had grown to 200%, and two new revenue channels (summer school and after-school workshops) were established.

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Best School
Market Choice

200%

Student
Enrollment

+\$

2 New Revenue
Channels

Positive Feedback

from Students
Parents, and
Community

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Cepetoqui is a commercial ally with a specialized niche, where we study their market and delve into its need to reach a sustainable solution. We expect by 2024 to implement an online art program, coordinated by CZE BRA VISUAL.

Rebranding:

We created an appealing identity for the school. A new logo, color palette, and brand messaging were designed to convey the school's commitment to excellence, innovation and wellness.

Visual Transformation:

To make the school stand out in the neighborhood, we repainted the exterior with relevant colors and images, creating an eye-catching and inviting appearance that became a landmark in the community.

Strategic Business Plan:

We developed a comprehensive 5-year business plan that outlined actionable steps to achieve growth and sustainability. The plan included targeted marketing strategies, student enrollment targets, and financial projections.

Online Interconnection:

We activated social media profiles, designed a user-friendly website, and interlinked the school with other relevant online platforms.

Yearly Advertising Campaigns:

We executed yearly advertising campaigns across various channels, including print, digital, and outdoor media to maintain a consistent presence and attract prospective students.

Core Communication Campaigns:

We implemented focused communication campaigns to engage among teachers, staff, with parents, students, and the local community. These campaigns highlighted the school's values, academic achievements, extracurricular activities, and testimonials from satisfied parents and students.

Impactful Graphic Design:

Our team developed eye-catching graphic design elements for all communication materials, ensuring consistency with the school's rebranding efforts. This included visually appealing brochures, posters, banners, and online graphics.

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