

Case Study: ArcelorMittal Orbit

Client Info

NEED:

- Worksheet creation for Key Stages 1-4 to include the attraction's new addition, The Slide
- Marketing Plan to target specific market
- Website page analysis and feedback
- E-shot design support

PROCESS:

We...

1. Worked closely with the client to identify the need.
2. Looked at current provision and analysed potential.
3. Researched the following: schools within the locality and beyond, routes to market for their target audience, effective e-shot design to engage education audience, effective education website design.
4. Created trail booklets based on The Slide for Key Stages 1,2,3 and 4.
5. Provided feedback on their current education group page with ideas for innovations, including video feedback.
6. Created answer booklets to accompany the trail booklets.
7. Provided a 'Hints and Tips' document for creating e-shot templates to target the education audience.
8. Worked with the client to ensure they were happy with the documents, making amendments as required.

OUR SUPPORT:

- Education potential analysis
- Marketing planning
- Programme design – work booklets based on The Slide
- E-shot design support