

## Case Study: London Stadium

### Client Info

#### NEED:

- Educational potential analysis linked to audio guide content and tour route
- Work booklet creation for Key Stages 2-5
- Answer booklets to accompany worksheets
- Marketing Plan to target the education market
- Website page analysis and feedback
- E-shot design support
- Direct marketing to schools – e-shot

#### PROCESS:

We...

- Worked closely with the client to identify the need.
- Looked at current provision and analysed potential.
- 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.
- Created trail booklets based on the audio guide and tour route for Key Stages 2,3 4 and 5.
- Provided Hints and Tips document to support their education visits webpage design.
- Created answer booklets to accompany the tour booklets.
- Provided a 'Hints and Tips' document for creating e-shot templates to target the education audience.
- Completed direct marketing (e-shot) to schools on behalf of the client.
- 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
- Education webpage design support
- E-shot design support
- Direct marketing to schools

#### Contact

[info@excitingeducation.co.uk](mailto:info@excitingeducation.co.uk)

#### Web

[www.excitingeducation.co.uk](http://www.excitingeducation.co.uk)

#### Call

t. 01822 616773 m. 07846 281171