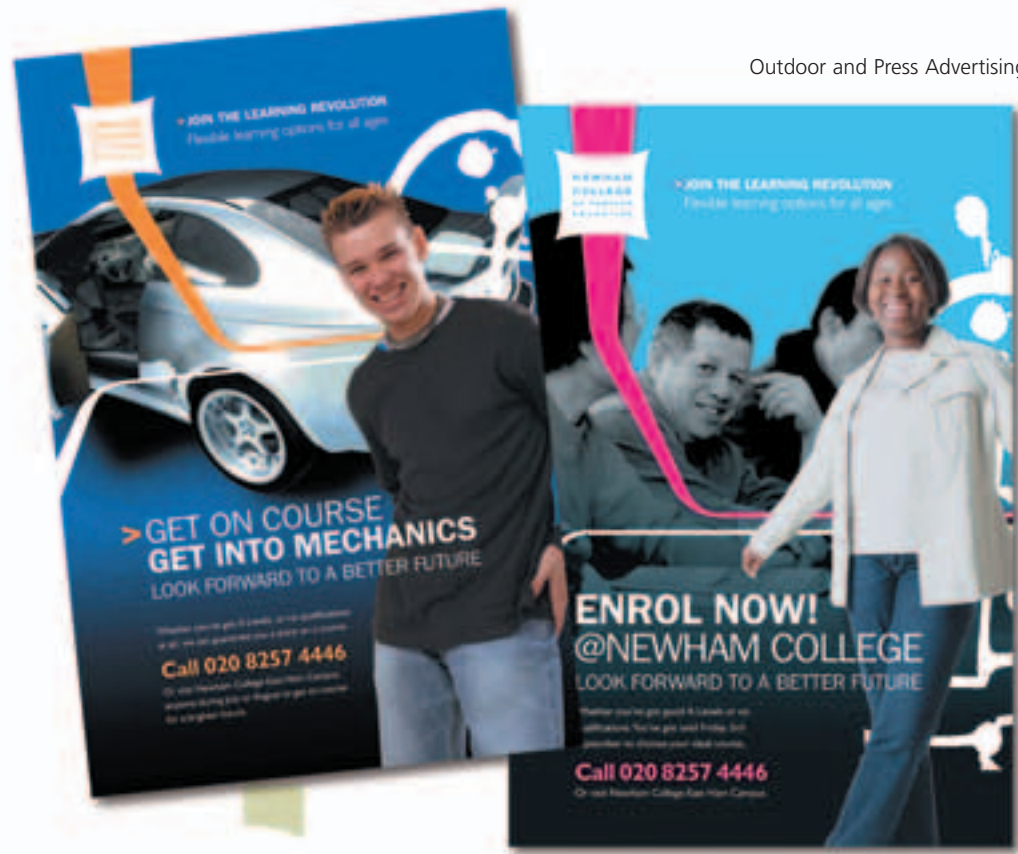


Outdoor and Press Advertising



Adult Prospectus



- advertising
- branding
- corporate ID
- corporate literature
- direct mail
- exhibition design
- marketing literature
- new media
- packaging
- signage
- websites

Young People's Prospectus



Meeting the demands, creating a foundation

With over 30,000 students and 500 staff, Newham College of Further Education is probably the largest FE college in the South East of England. And because of its sheer size, the demands on the management team are immense.

"When we decided to review our marketing and PR function and appoint a new agency, we needed to set our expectations and standards very high," said Ray Banton, Marketing and Communications Manager.

"Of all the agencies we saw, Raincoat not only had the strategic and tactical skills we were looking for, they seemed to be a very straightforward organisation – honest, friendly and easy to work with.

"I'd recently joined Newham when we appointed Raincoat," explained Ray. "There were a few existing problems and budget constraints, so I needed as much support as possible to find a way forward.

The problem we faced was that no one had taken a long hard look at the way we addressed both our internal markets – students and staff, and our external markets – prospects and the press. Working closely with Raincoat we established a short-term plan to allow us to react to immediate needs and set some targets for longer term goals."

The plan was to:

- Carry out perceptions research to find out exactly what people think
- Review all the material to make sure we were addressing people in the right tone – both visually and editorially
- Produce new prospectuses, course material and staff information
- Produce a marketing plan and calendar
- Set budgets
- Run internal marketing workshops
- Deal with the press – tactically and strategically.

The future

"After a lot of hard work, we have achieved many of our goals. It hasn't been the easiest of journeys but the work we have done has given us a solid foundation to move even further forward during the new academic year.

We now have a clear understanding of what people really think. We have a coherent suite of marketing material – prospectuses, course leaflets, and staff information.

We've got a better understanding of budgets and the people involved in the College actually believe in the future. Last, but not least, we know what's got to be done in the coming year."

"One year on and I'm really glad we have Raincoat as part of our marketing team."

Ray Banton, Marketing and Communications Manager