



Branding Positioning & Repositioning

For businesses needing to sharpen, evolve, or completely rethink their brand relevance.



Company : British School Jakarta

Industry : Education

Marketing Case type : Brand Positioning & Repositioning

Bussiness Challenges

Competitive Assessment and Turnaround Strategy - 2020

Bussiness Objectives

How to position British School Jakarta as the international school of choice in Indonesia and establish it as the top preferred option for families.

CMO+ Approach / Marketing Goals

Conducted a thorough analysis of the international school competitive landscape in Indonesia and beyond, identified target market profiles, and leveraged British School Jakarta's strengths to craft a focused, market-leading strategy.

Services Delivered

Spearheaded a full rebranding and CVP development for British School Jakarta. Executed a holistic digital transformation covering website, social media, and admissions processes. Redesigned the entire on-campus brand experience to align with the new brand identity. The whole integrated strategy substantially increased student admissions — even during COVID-19, setting a record for enrollment.