

Burgundy Farm Country Day School

- Situation** Burgundy Farm Country Day School, an independent JK to 8th grade school in Alexandria, Virginia, was seeing its long-held progressive educational approach being increasingly adopted by competitors. It sought a partner to help differentiate its market position and to develop assets that effectively communicated its unique qualities to prospective families sharing its values. Further, Burgundy wanted solutions to better understand if existing marketing materials were accurately communicating its offerings, how those messages were perceived, and what mission-appropriate prospect families would benefit from its marketing outreach.
- Solution** After being selected by Burgundy, TDC embarked on an extensive research and materials review process. We reviewed years of surveys Burgundy conducted among internal stakeholders, including staff, faculty, board members, and parents of students. This was followed by a discovery process involving interviews with external audiences and influencers such as educational consultants, admissions officers of high school programs with Burgundy graduates, community program leaders working with Burgundy, parents of past graduates, and prospective parents who had attended an Open House. We also conducted an audit of Burgundy's marketing materials, a brand benchmarking study of competitors' marketing efforts, and a series of interviews with current Burgundy students. We synthesized the information gathered from this discovery into insights that informed a new brand look and feel, positioning statement, signature line, message platform, as well as a refined logo.
- Result** The school embraced the assets developed by TDC and approved the development of a brand report to showcase these elements to internal stakeholders and brand ambassadors. It also gave the green light to proceed with the next phase of the assignment, involving the creation of new tactical materials, including a viewbook, a refresh of Burgundy's website, an admissions packet, and many other pieces. In addition, Burgundy accepted our recommendation for conducting a predictive profile analysis of current students to identify similar prospect households to target for future marketing and enrollment growth efforts.

Research Modes Used:

- Review of Secondary Research
- Interviews of Pre-inquiry Families
- Interviews with Educational Consultants
- Interviews with High School Admissions Officers
- Interviews with Community Partners
- Interviews with Parents of Recent Graduates
- Video Interviews with Current Students
- Competitive Brand Benchmarking
- Communications Audit

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COMPETITOR BRAND BENCHMARKING

The Design Channel
January 2018

name	overview	key messaging	look and feel
Browne Academy	Browne Academy was founded in 1911 as one of the first independent schools in the state. The school is committed to developing the whole child through teaching, exceptional academic programs, and a nurturing community. The school is an integral part of the curriculum and culture.	Mission: Browne Academy is a diverse independent day school committed to developing the whole child through teaching, exceptional academic programs, and a nurturing community. We encourage the support of our students and faculty to be the best they can be. We are committed to providing a safe and secure environment for our students and faculty. A newly completed building with a playground is a sign of the school's commitment to excellence.	Mission: The design team and their brand, colors, typography, and applications. The design team created a brand identity for the school that is modern, clean, and professional. The color palette is neutral and the typography is a mix of serif and sans-serif fonts. The logo is a simple, elegant design that represents the school's values and mission.
Alexandria Country Day School	Students learn deeply, play exuberantly, and reflect thoughtfully.	We challenge students intellectually, inspire their confidence, curiosity, and creativity, and prepare them to thrive in a diverse and complex world by ensuring that they are independent learners, effective communicators, community-minded citizens, and balanced individuals.	The tone is warm and friendly, and the school logo features a stylized, abstract design.
Browne Academy	A K-8 day school that empowers students to be critical thinkers, inspired innovators, engaged peers, and ethical leaders.	Browne Academy is a diverse independent day school committed to developing the whole child through teaching, exceptional academic programs, and a nurturing community.	The logo is a simple, elegant design that represents the school's values and mission.
Congressional School	Congressional School ignites the spark in young learners (infants to 8th grade) to become great thinkers and leaders who will positively impact the world!	We provide an inspirational and challenging student-centered educational experience within our diverse and supportive community where children question, collaborate, create, and lead.	The logo is a simple, elegant design that represents the school's values and mission.
St. Stephen's & St. Agnes School	SSAS is an academically rigorous college preparatory Episcopal school for children JK-12. Students are held to the highest standards of achievement.	To help our students succeed in a complex and changing world, we seek to inspire a passion for learning, an enthusiasm for athletic and artistic endeavors, a striving for excellence, an celebration of diversity, and a commitment to service.	The logo is a simple, elegant design that represents the school's values and mission.

St. Stephen's & St. Agnes School

Competitors

name	overview	key messaging	look and feel
St. Stephen's & St. Agnes School	St. Stephen's & St. Agnes School was founded in 1852 and is an Episcopal day school for children JK-12. The school is committed to providing a safe and secure environment for our students and faculty. A newly completed building with a playground is a sign of the school's commitment to excellence.	Mission: To help our students succeed in a complex and changing world, we seek to inspire a passion for learning, an enthusiasm for athletic and artistic endeavors, a striving for excellence, and a commitment to service.	The logo is a simple, elegant design that represents the school's values and mission.

Visual expressions

Barrie

Admired Schools

name	overview	key messaging	look and feel
Barrie School	Barrie School is an independent, co-educational day school for children JK-12. The school is committed to providing a safe and secure environment for our students and faculty. A newly completed building with a playground is a sign of the school's commitment to excellence.	Philosophy: Barrie School is committed to providing a safe and secure environment for our students and faculty. A newly completed building with a playground is a sign of the school's commitment to excellence.	The logo is a simple, elegant design that represents the school's values and mission.

Visual expressions

Burgundy Farm Country Day School

COMMUNICATIONS BRAND AUDIT

The Design Channel
January 2018

Existing Communications

Primary Logos

Sub-Brand Logos

Current Logos and Sub-Brand Identity Marks

The logo and the logotype should be considered primary and secondary marks. These marks are the most important and should be used consistently across all communications. The logo is a simple, elegant design that represents the school's values and mission. The logotype is a simple, elegant design that represents the school's values and mission.

Brand Audit

Definition and Purpose

This audit is a dynamic process of discovery. It involves examining all existing brand communications related to Burgundy. The audit provides critical analysis of strengths and weaknesses in the existing communications effort and, at the same time, provides important information in helping to change this as needed. The process can also be used in generating the necessary support for implementing change over time.

Perceived Value and Benefits

By studying the existing communications, awareness is built around Burgundy's brand identity and the image it projects. The brand audit will help define a strategy for improving the whole communications effort. It includes strengths and weaknesses of individual pieces through an objective framework and where these findings are a strategic guide. The greater perspective about Burgundy's present course of action to enhance and maximize its branding and communications effort.

Methodology

The analysis is based on visual and messaging content and objectively on the existing brand communications research with a set of fundamental and qualitative associated with good branding and marketing communications and following fundamental elements are selected to be "Observable characteristics" They provide the backbone for evaluating an organization's existing communications.

Technical aspects

for form or marketplace

- Consistency** - uniformity within a greater whole
- Distinctiveness** - uniqueness, memorability
- Subtlety** - appropriateness and compatibility with the organization's purpose and general nature
- Clarity of messaging** - coherence, simplicity, directness, transparency of content
- Attractiveness** - ability to capture attention, staying power
- Versatility** - adaptability to various media
- Memorability** - openness for retaining or recalling your name, or, or
- Technical aspects** - for form or marketplace

Existing Communications

Facebook

The Burgundy Facebook is well designed and easy to navigate. It is a good example of a well-designed and easy-to-navigate Facebook page. The design is clean and professional, and the content is engaging and informative. The page is a good example of a well-designed and easy-to-navigate Facebook page.

Website

The Burgundy website is well designed and easy to navigate. It is a good example of a well-designed and easy-to-navigate website. The design is clean and professional, and the content is engaging and informative. The website is a good example of a well-designed and easy-to-navigate website.

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- positioning and signature line
- brand identity guidelines

Burgundy is an independent JK–8th grade school that helps children develop a strong sense of community, self-worth, and intellectual curiosity. It values the perspectives and experiences of childhood while advancing personal abilities and interests, and responsible citizenship.

Burgundy offers an ideal environment for families who want an education for children that supports connection with the natural world, demonstrates authentic diversity, employs hands-on learning, and offers experiences beyond what is available in other independent schools.

The natural setting, farm animals, and Center for Wildlife Studies campus give Burgundy an unequalled range of environmental resources. Combined with its learning approach, enduring values, and supportive faculty/staff, Burgundy--more than any comparable school--gives students space and freedom to become well-rounded thinkers, innovative problem solvers, and compassionate leaders throughout their lives.

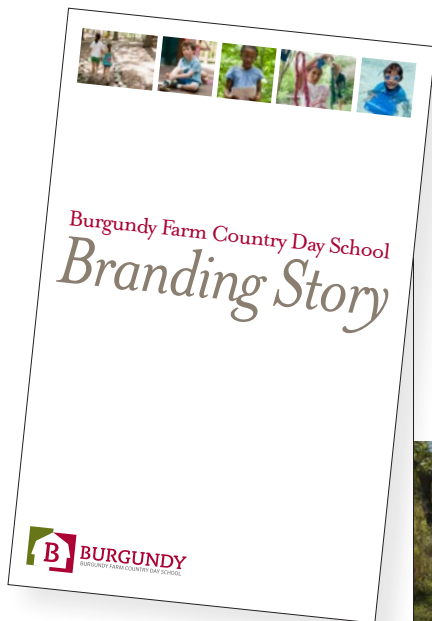
Grow
beyond
the boundaries



- one voice message platform
- branding story for the burgundy community

Message Platform

Brand Promise (Positioning Statement)	Burgundy is an independent JK–8th grade school that helps children develop a strong sense of community, self-worth, and intellectual curiosity. It values the perspectives and experiences of childhood while advancing personal abilities and interests, and responsible citizenship. Burgundy offers an ideal environment for families who want an education for children that supports connection with the natural world, demonstrates authentic diversity, employs hands-on learning, and offers experiences beyond what is available in other independent schools. The natural setting, farm animals, and Center for Wildlife Studies campus give Burgundy an unequaled range of environmental resources. Combined with its learning approach, enduring values, and supportive faculty/staff, Burgundy—more than any comparable school—gives students space and freedom to become well-rounded thinkers, innovative problem solvers, and compassionate leaders throughout their lives.				
Signature/Tagline	Grow beyond the boundaries				
Values (Themes and concepts that are integral to Burgundy's legacy)	Outdoor/Nature Connection Burgundy meets children's needs for outdoor activity and engagement by offering plentiful opportunities to play, explore, and learn in naturally beautiful wooded surroundings.	Close-knit Community Students are immersed in an environment that emphasizes the importance of contributing to the collective wellbeing of the school and establishing positive relationships with all students, teachers, and staff members.	Foundational Diversity Burgundy's identity is grounded in its founding and ongoing growth as a school committed to serving students and families representing a wide range of racial, cultural, and personal identity backgrounds.	First-Person Learning Students learn through a wide range of active experiences, engaging their bodies, senses, and minds in acquiring new knowledge and understanding via guided exploration, collaborative work, and constructive play.	Honoring Childhood The value of play, imagination, and personal discovery is recognized at Burgundy, leading to greater enjoyment of learning, lower anxiety, and age-appropriate development among students.
Character (Attributes expressed in human characteristics and personality traits)	Respectful Students learn to be mindful of the people and resources around them—accordingly, their perspectives and voices are valued and taken into account in school/class decisions as well.	Nurturing Faculty and staff want students to succeed in all areas of their Burgundy experience and do their best to provide guidance and support inside and outside the classroom.	Trusting Burgundy builds confidence in its students, allowing children to walk across campus, play outdoors, and move freely from classroom to classroom without direct adult supervision.	Genuine/Authentic Burgundy offers a relaxed, down-to-earth environment that is welcoming to all and values authenticity and personal connection over social and economic status.	Independent Students are encouraged to think about and approach problems in novel ways, to be receptive to non-traditional ideas, and to actively search for new solutions.
Differentiators (Qualities that are unique, ownable, and telegraphic)	One-of-Kind Campuses Burgundy's rustic setting, farm animals, and charming buildings immediately captivate visitors and convey the unique spirit of the school—and the unique Cove experience further sets the school apart from others.	Parent Involvement Parents are encouraged to take part in developmentally appropriate classroom activities and school functions, an extension of the school's history as a parent-founded institution.	Stimulating Learning Environment Students are provided wide-ranging learning experiences and opportunities at all ages that de-emphasize competition and testing and highlight collaboration and creativity.	Rigorous Thinking Burgundy students develop analytical tools for approaching problems and challenges in a systematic and thorough manner that yields dividends at all stages of their education.	Inherently Progressive While Burgundy follows progressive education practices, these are ingrained in its already established set of values and principles, resulting in an experience that is uniquely Burgundy's and transcends simple labels and trendy approaches.
Benefits to Students & Families (Aspirations)	Preparation for Success Burgundy provides a joyful learning experience that cultivates self-awareness, critical thinking, interpretive skills, and a thirst for knowledge, all of which lay the foundation for academic achievement.	Addressing Individualized Needs Burgundy provides small class sizes that allow teachers to discover and appreciate each student's strengths, as well as identify opportunities for growth.	Self-Awareness/Self-Advocacy Students develop their personal voice, independence, and self-reliance, and are proactive in seeking answers to their questions and gathering information they need.	Impactful Individuals Burgundy graduates are consistently seen by high school staff as exceptionally interesting, dynamic, and well liked, and remembered by the entire school community for their positive contributions.	Conscientious Citizens Burgundy develops self-motivated, engaged individuals who are accountable for their actions and who actively support the advancement of social justice, environmental stewardship, and their communities at large.



The Process

In recent years, Burgundy has been seeing its unique educational approach being replicated among greater numbers of peer independent schools and increasingly some public schools as well. To address this trend and to support efforts to fulfill the goals outlined in its strategic plan, Burgundy issued a Request For Proposal to engage a marketing agency.

Burgundy needed a partner to guide it through a discovery process that would help the school build a foundation for effectively communicating its differentiators and connecting to families with children who would be optimally served by its educational experience. Specifically, the school sought a marketing partner to help it answer three questions:

- How are we successfully communicating who we are in our marketing?
- How are we currently perceived in the marketplace?
- What mission-appropriate families are literally and figuratively not getting our message?

Burgundy selected The Design Channel (TDC) to develop a discovery process for gaining deeper insights into the Burgundy brand from its stakeholders and audiences, and to leverage that understanding into a more advantageous positioning for the school.

Key Takeaways

- The Alexandria campus is Burgundy's main advantage over other schools**
 Burgundy's main campus setting is widely seen as a key differentiator from other schools in the surrounding area. The natural surroundings, presence of farm animals, and spacious campus are immediately attractive to parents/visitors, who can readily see the benefits they provide students.
- Respect for all others permeates the Burgundy community**
 From having their voice factor into meaningful school decisions to learning about their role in caring for the environment and supporting all members of the Burgundy community, students develop a strong sense of citizenship, responsibility, and service to others.
- Burgundy graduates leave their mark**
 When Burgundy students move on to the next step in their education, they often have a notable impact on their schools, such as high acceptance into STEM programs, graduating as class valedictorians, bringing an understanding of design thinking to their work, and being well-remembered individually by school administration.
- A stimulating learning environment prepares students for success**
 Burgundy provides individualized attention and collaborative work, which helps create students and graduates with low levels of anxiety over learning processes. These students thrive in high school both academically and socially, have genuine curiosity about various subjects, and seek deeper understanding in those that interest them.

(Continued)

"Burgundy is a good fit for a family that might not necessarily think of themselves as a typical private school family."

Advancing the Burgundy Story

We have a steadfast commitment to positioning, branding, and messaging for Burgundy. We know that all who are part of the school community contribute to the richness and depth of Burgundy's story, and we know you can be a powerful voice for that narrative to families whose lives would be enriched by the Burgundy experience.

The guide is focused on how we can best articulate the benefits and opportunities offered by the school. As we mentioned earlier, the goal is to make a positive initial impression to prospective families—and there are many avenues through which we can all help to achieve that. Perhaps one day, through our collective efforts, those who have yet to discover the school will become members of its community too, and will also become witnesses to the extraordinary qualities and values of Burgundy.

"I honestly don't know of another school that is similar to Burgundy that offers everything it does."



Foundational Diversity

Diversity is in our DNA. It has been an integral part of our identity since our founding in 1962 by a group of parents committed to engaging and including students and families from a wide range of racial, cultural, and economic backgrounds. In fact, Burgundy was the first racially integrated school in Virginia and has continued to embody the values and mission of our founders to this day.

Burgundy students are nurtured in an environment that enables them to:

- recognize and connect with people from all backgrounds and cultures
- develop empathy and walk in others' shoes
- understand and share a wide range of values and ideas
- advocate for justice and equity
- lead in an increasingly diverse and multicultural world

In addition to ensuring diversity and equity in our student admission, staff recruitment, and curriculum, Burgundy is dedicated to maintaining a community that reflects diversity in all areas, including:

- age
- ability
- ethnicity
- gender identity and expression
- race
- religion/spirituality
- sexual orientation
- socio-economic standing

Learn beyond the expected

Learning Environment Built on Respect and Responsibility

Burgundy learning environment underscores two important principles — respect and responsibility. We teach students to self-advocate and to respect themselves, others, and the natural world. We teach them to closely examine and understand, and to apply and test their insights and creativity to real-life challenges. Our approach brings students face-to-face with experiences and activities that engage their sense and intellect and cultivate decision-making, problem-solving, and conflict resolution skills to realize productive outcomes.

We also teach them that with respect comes responsibility for their own learning and success, to protect and defend the rights of others, and to always ask questions. As a result, Burgundy students come away from their experience here equipped with the broad perspectives and problem-solving abilities the world needs.

"Burgundy shows you how to be a good person both inside and outside of school."
—5th Grader

- admissions packet
- insert sheets
- at-a-glance card



- print ads
- website



*Grow
beyond
the boundaries*

You're invited to an upcoming Open House!
December 2, 2-4 p.m.
January 7, 2-4 p.m.

Discover a one-of-a-kind independent school for students age 4 through grade 8. We believe children learn best in an inclusive, creative, and nurturing environment that engages the whole child.

Reserve your spot at burgundyfarm.org/visit of call 703.329.6968.

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LOGIN CAMPS BLOG CONTACT CALENDAR SHOP

ABOUT ADMISSION ACADEMICS THE BURGUNDY DIFFERENCE COMMUNITY GIVING

*Think
beyond
the barriers*