

SCHOOL OF ROCK

CHALLENGE

School of Rock is a global, performance-based music school that inspires kids to learn music and life lessons in a whole new way. In an effort to drive major growth across the organization, they turned to UPBrand to refine the brand story, elevate awareness and excitement for the brand, and boost franchise development opportunities in a crowded franchise market.

SOLUTION

We started by collaborating with our Nitrous Effect agency partner, RevUnit, to uncover heavy insights into their digital ecosystem through a detailed audit. Harmonizing those results with what we learned from franchise owners, key staff, students and parents across the system gave us the inspiration and data we needed to chart a new path.

We embraced the challenge to refine the brand in ways that would bring the School of Rock experience to life. That started by synthesizing our research into more compelling brand messaging that set the stage for powerful creative execution.

So far we've launched a new brand strategy and style, a focused digital presence, compelling international advertising campaigns and a series of "brandumentary" webisodes demonstrating the unique School of Rock story. We also led the development of a strategic and targeted media effort to drive franchise sales. Now we're scaling up across the system to raise awareness for the positive impact School of Rock has on students and communities around the world.

RESULTS

Our efforts have resulted in record-breaking lead generation for both student enrollment and franchise inquiries, which has been holding strong for several months. Strong, consistent brand messaging, media coverage and consistent touch points throughout the conversion funnel have improved ROI across the organization:

- Student leads up 65%
- Cost per student lead down 82%
- Approximately 60% increase in monthly franchise leads
- 11 franchises sold in 6 months

