

BRANDQUANTUM CASE STUDY



ROEDEAN SCHOOL





BRANDQUANTUM® | ONE PLATFORM | COMPLETE BRAND CONSISTENCY

ROEDEAN SCHOOL

DELIVERS
BRAND CONSISTENCY
WITH BRANDQUANTUM



ROEDEAN SCHOOL (SA)
INSPIRING A LIFE OF SIGNIFICANCE

INDUSTRY

Education

SOLUTION

BrandMail®

RESULTS

- > Professional and tamperproof email signatures
- > Consistently branded emails that align to the Roedeans brand
- > 100% delivery of emails into recipient inbox
- > Easy to administer eye-catching email banners with no additional costs
- > Superb customer support with quick response times

EXECUTIVE OVERVIEW

Roedeans School based in Johannesburg is a prominent all-girls school with a longstanding heritage and an exceptional reputation as a centre of all-round educational excellence. While the impeccable school premises and neatly-dressed students proudly resemble the school brand, the email branding lacked the same professionalism. The school wanted its email communication to resemble the stature of its brand when communicating with students, parents and prospective parents. To achieve this it needed a professional and consistent email signature and eye-catching banners to be incorporated into every email the school sent out.

Roedeans School explored other email signature and banner solutions but as they added the email signatures and banners after the emails were sent out as an extra hop in the process, this was a major security and compliance concern for the school. Particularly as its email communication had previously been blacklisted when it implemented an internally developed solution.

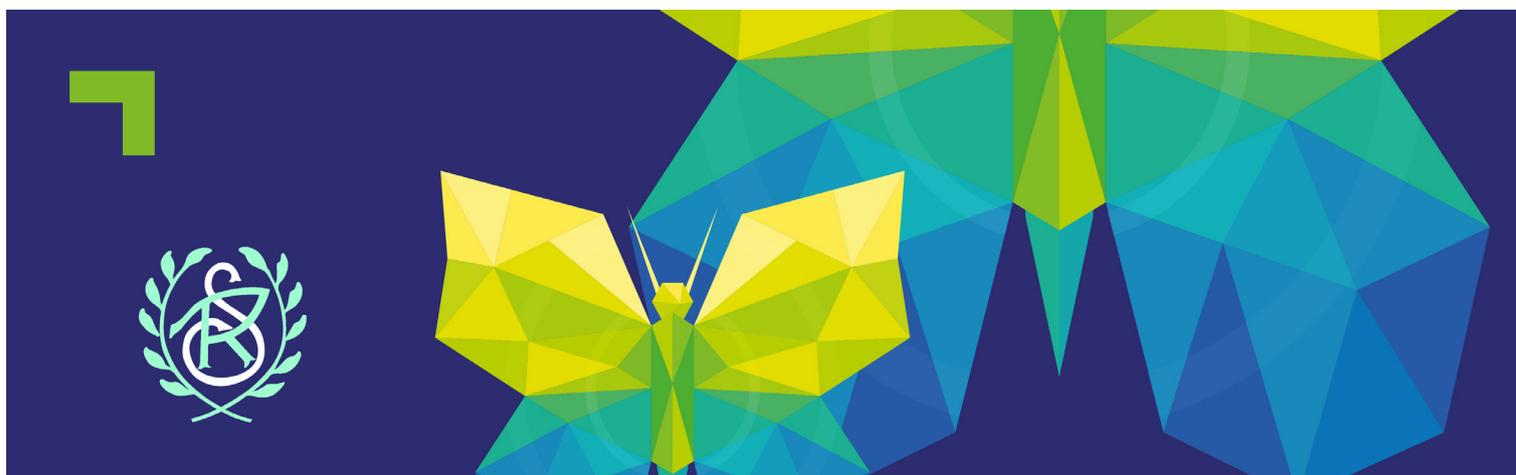
The school needed a solution that would deliver on-brand communications to parents on time without the chance of being blocked or ending up in the spam folder of recipients. It was also keen to use email banners to advertise school events and drive attendance.

CHALLENGES

Initially, Roedean School implemented an internal solution where the marketing department specified a font, email signature and email look and feel for school staff to adhere to. The IT department designed artwork for email banners that would be used in all email communication and these were hosted on a webserver and embedded to all emails via the school's active directory.

While the in-house solution achieved a common email signature it relied on staff to adhere to the brand standards within the email body and often the emails didn't look professional or aligned to the Roedean brand owing to users setting their own fonts, colours, and email wallpapers. Technically, the embedded images resulted in two sources of IP addresses which caused system delays and eventually led to the school email address being blacklisted as a spammer.

To overcome this challenge the school stopped trying to implement an in-house solution and rather explored and tested software solutions that would address all the shortcomings of the in-house solution. After assessing various vendor options, Roedean turned to BrandQuantum to help it to deliver professional and consistent emails that would be delivered to recipients every time.



SOLUTION

While Roedean School was initially looking for an email banner solution that would advertise its various school initiatives to students, parents and prospective parents, BrandMail provided a comprehensive email solution incorporating email signatures, overall email consistency and eye-catching email banners that could be easily changed according to different school events or initiatives.

By implementing BrandMail, Roedean School now centrally manages the school's brand and any changes required with minimal effort. Professional and consistent email signatures and content are easily attained for existing and new staff members that join. Since the relevant email banners are embedded into emails during the drafting of emails and these are then sent via a single IP address, any potential delays and spam folder categorisation are avoided. Internal emails also look as professional and consistent as external ones.



BEFORE AND AFTER

> EMAIL SIGNATURE BEFORE IMPLEMENTING BRANDMAIL®

Sylvia Bruins
 PA to the Junior School Headmistress
 Email: sbruins@roedeanschool.co.za | Switchboard: +27 011 647 3200 | Directline: +27 11 647 3208
 Address: Princess of Wales Terrace, Parktown, Johannesburg, 2193 | Website: www.roedeanschool.co.za



- > Inconsistency of all email signatures
- > No ability to centrally manage staff information
- > No ability to easily append email banners
- > Formatting of body text not possible
- > Staff would attach their own 'quotes'

> EMAIL SIGNATURE AFTER IMPLEMENTING BRANDMAIL®

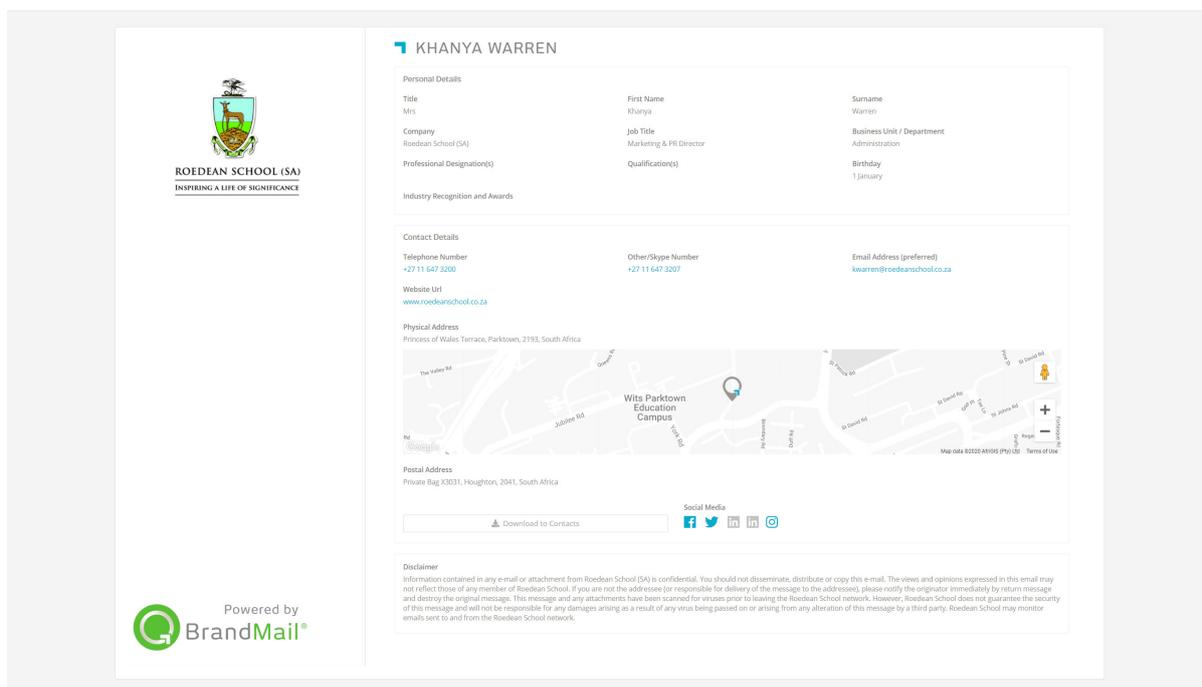


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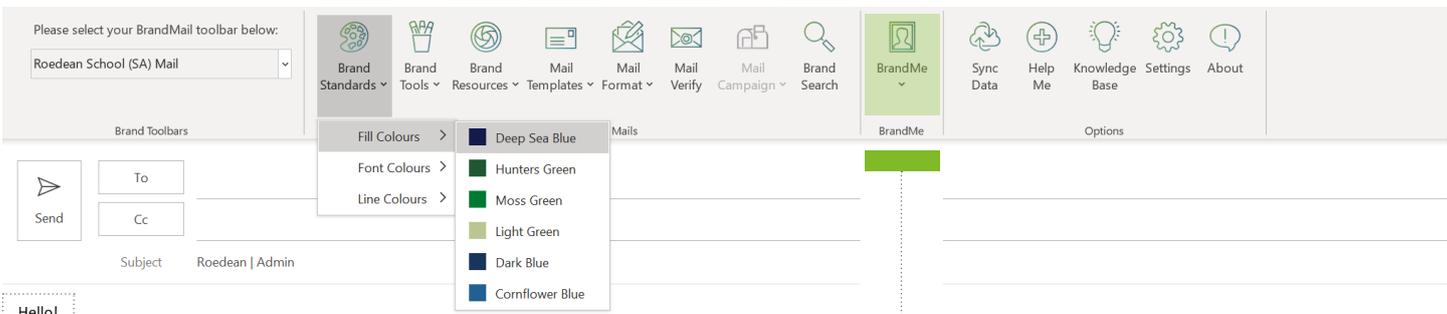
> BRANDME PAGE WITH DIGITAL BUSINESS CARD DOWNLOAD



- > Recipients of emails click on signatures to view BrandMe pages and download digital business cards to their devices

> BRANDMAIL® TOOLBAR IN MICROSOFT OUTLOOK

- > Body text formatting centrally controlled by admins
- > Mail Templates provide content snippets, mailer templates, etc.
- > Brand Standards give users access to the brand colour palette
- > Brand Resources provide access to brochures, collateral, hyperlinks, etc.
- > Mail Verify provides added security
- > Brand Search allows users to quickly find content on toolbars



BRANDME

- > User information may be updated by users right from Outlook, but sensitive fields can be locked down e.g. job title
- > Every user signature carries a BrandMe page with additional information about the user e.g. photo, qualifications, etc. A digital business card and verification mechanism which recipients of emails can download

- > Admins can design and manage signatures, email banner campaigns (with destination URL's) and surveys with start and end dates
- > Banners and signatures can be rotational and may appear above or below the signature

- > Consistently branded emails in Outlook at the point of email creation, with no rerouting of emails
- > Signatures are tamper-proof, use the brand's primary font (unlike HTML signatures) and appear exactly the same on any device)
- > Dashboards and reporting provide Roedeans with real-time information regarding signature views, toolbar usage, banner clicks, BrandMe page views and downloads and more

RESULTS

As BrandMail embeds the email signatures and banners within the email during the drafting process in Microsoft Outlook, the emails sent from Roedean School do not require an additional hop or second IP address added into the process. This means that emails are not being intercepted and are being sent directly from the school IP address to the recipient's email inbox without being blocked.

Recipients of the emails have complimented the school on the professionalism of the new email format while the school is thrilled with the results of the banners it uses to advertise school events. **"The banners are driving awareness and ticket sales for the various initiatives taking place. The first event advertised via the BrandMail banners was sold out!"**, says **Khanya Warren, Director of Marketing at Roedean School**. **"BrandMail makes my life easier, makes me more efficient and it adds value to my role."**

Every email that is sent out is beautifully branded from the banners to the email signature including the font used throughout the body of the email which aligns to the school font type, size and colour. More than this, email signatures are tamperproof which means that employees cannot modify their signatures to change their designation or use a font of their liking. Every email carries the correctly branded email signature with the correct name, designation and contact information and the default settings which were set up to align to the corporate identity, ensure that the body of the email is written in the specified school font. Every staff member also has their own "BrandMe" page, which is their own electronic digital card, which serves as a form of authentication when emailing externally.

According to Roedean, the BrandMail solution was so easy to roll out that the Roedean School IT department's intern installed the software onto every computer within a matter of days. With BrandMail in place, the IT department is no longer tasked with designing artwork for email banners and is now able to focus more time on more pressing IT issues across the school. BrandQuantum also provides superb support and quick response times, addressing possible concerns or questions Roedean School has about the solution and minimising the time the IT department needs to spend on email branding.

TESTIMONIALS

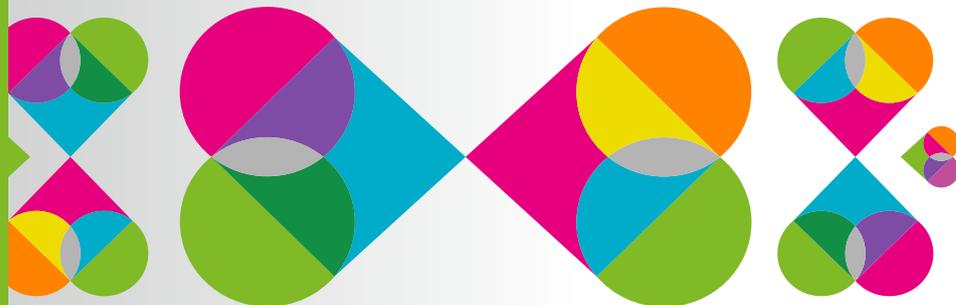
'BrandMail is plain simple, easy and it works!'

ERIC PRINSLOO | Head of IT at Roedean School

'BrandMail makes my life easy, makes me more efficient and add values to my role. I'm no longer bogged down handling branding issues on email signatures, banners or email formats. With BrandMail I know that every email that we send out is on brand, representing the professional image of the school.'

KHANYA WARREN | Director of Marketing at Roedean School





BRANDMAIL® | EMAIL SIGNATURES AND CONTENT ALIGNED

ABOUT BRANDMAIL® >

BrandMail, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Outlook to empower every employee in the organisation to automatically create consistently branded emails via a single toolbar that provides access to brand standards and the latest pre-approved content.

BRANDMAIL® DELIVERS >

- ✔ Consistently branded emails in Outlook at the point of email creation with no rerouting of emails
- ✔ Tamper proof email signatures which are centrally managed
- ✔ Access to the latest brand resources and documentation based on user permissions and roles
- ✔ Standardised email content that aligns to your brand voice and creates efficiency
- ✔ Seamlessly integrates with Microsoft Outlook
- ✔ Cloud based platform allows brand compliance and brand integrity from anywhere at anytime
- ✔ Email banners, BrandMe pages, surveys, Rate My Service, and more

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ABOUT BRANDQUANTUM

BrandQuantum's innovative and secure brand consistency and brand integrity solutions help organisations to overcome their critical brand implementation challenges, assisting them in achieving brand consistency across multiple platforms and enabling them to control their brand assets reliably, methodically and accurately across all documents, presentations, emails and broadcast messages. BrandQuantum's integrated range of easy-to-use solutions ensure brand consistency at every customer touchpoint.



BRANDQUANTUM

ONE PLATFORM | **COMPLETE CONSISTENCY**

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ROEDEAN CASE STUDY PRODUCTS AND SERVICES

PRODUCTS *



BrandOffice® BrandMail® BrandStream® BrandView® BrandForms® BrandPost® BrandArt® BrandInsight®



SERVICES *



STRATEGIC
BRANDING AND
CONSULTING

CREATIVE
DESIGN

BRAND AUDIT
AND INSIGHTS

ON-BRAND
APPLICATIONS
AND TEMPLATES

MARKETING
MATERIALS AND
COLLATERAL

BRAND VOICE
CRAFTING



* Denotes products and services included in this case study, at the time of production.

