

The Catholic Girls' School Marketing Campaign Wins LACP 2009 Communication Spotlight Award

Multi-Format Campaign Showcases New Research, Young Women from Catholic Girls' Schools in Greater Boston

A comprehensive marketing campaign to promote eight Catholic girls' high schools in Greater Boston has been awarded a prestigious, national **2009 Spotlight Award** from the League of American Communications Professionals (LACP). Created and designed by an all-female team from Keady Communications, a Boston-based full-service communications firm, and the Catholic Schools Foundation, the campaign titled ***"Who Is She?"*** received honors in the Print, Video & Web category of the awards. The print and electronic campaign materials feature young women from Boston area Catholic girls' schools, as well as independent research on the value of a Catholic girls' school education.

Who Is She?

Academic Excellence	Faith & Values	Life-Long Impact
<i>She's Prepared</i>	<i>She's Aware</i>	<i>She's a Leader</i>
<i>She Speaks Up</i>	<i>She's Self-assured</i>	<i>She's Independent</i>
<i>She Challenges Herself</i>	<i>She's Spiritual</i>	<i>She's Confident</i>

"This year's entry, ***The Catholic Girls' School Marketing Campaign***, proves to be remarkable in light of tremendous competition," said Christine Kennedy, LACP Managing Director, who noted that more than 1,000 firms from 12 countries worldwide entered the competition. The Catholic Girls' School Marketing Campaign was designed to provide valuable information to parents but also to engage potential young women in a creative and compelling way.

Lynne Sullivan, Senior Program Manager at the Catholic Schools Foundation, believes the campaign "showcases critical elements of independent research that proves the value of a Catholic girls' school education" and "captures the heart of the students from around the Archdiocese." She added: "The campaign also reflects a strong commitment to excellence in education in an all-girls' setting and a spirit of collaboration among the eight Catholic girls' schools in Greater Boston."



Being part of a part of a team of women working on a campaign about the education of young women was “exciting,” said Betsy Keady, founder and president of Keady Communications. “We are delighted to have worked with the Catholic Schools Foundation and to have been given the creative license to bring these young women and their educational experience to life.”

LACP’s Kennedy praised as “superb” the campaign’s level of creativity and message clarity. “Our belief is that the target audience will find the level of relevance to be excellent, demonstrating the success of this project in connecting with the right people and delivering a highly applicable and persuasive message,” she said.

Campaign Objectives – This campaign is designed to:

- Turn the heads of an increased number of potential students who now have greater influence as to where they will attend high school.
- Validate the tangible benefits of an all-girls’ Catholic education in a way that shakes up preconceived notions about the experience.
- Break through outdated perceptions of all-girls’ Catholic schools.

This campaign has been conceptualized to enable each of the schools to emphasize - and reemphasize – these critical themes in the enrollment process and supplement them with the qualities unique to each of their schools.

Campaign Strategy—Create an approach that gets beyond stereotypical images and perceptions of an all-girls’ Catholic school to spotlight the value and life long impact of the experience and the unique personalities of the students while encouraging those who have misconceptions about the choice take a second look.

Campaign Concept —“Who Is She?”- Designed to break through common misconceptions about Catholic girls’ schools and their students, this campaign showcases students as individuals with unique skills and talents in a community that promotes life-long friendships.

Key Messages—This campaign uses the key messages set by the Catholic Schools Office of the Archdiocese of Boston (Academic Excellence, Faith and Values, Life-long Impact) but tailors those messages to meet the overarching strategy of this campaign.

The eight schools that participated in the Catholic Girls’ School Marketing Campaign are:

- Academy of Notre Dame, Tyngsboro www.ndatyngsboro.org
- Elizabeth Seton Academy, Dorchester www.elizabethsetonacademy.org
- Fontbonne Academy, Milton www.fontbonneacademy.org
- Mount Alvernia High School, Newton www.mountalverniahhs.org
- Mt. St. Joseph Academy, Brighton www.mountsaintjosephacademy.org

- Notre Dame Academy, Hingham www.ndahingham.com
- Presentation of Mary, Methuen www.pmamethuen.org
- Ursuline Academy, Dedham www.ursulineacademy.net

For more information on the Catholic Schools Foundation, contact:
<http://www.csfboston.org/>

For more information on Keady Communications, contact:
<http://www.keadycommunications.com/>