

# Project Case Study

Client Name

The Simple Vue Academy

Discipline

Marketing

Studio Name

KP Collective

Sector

## Education





## Introduction

Crafting a compelling marketing strategy is key to standing out amongst the competition and resonating with your target audience.

This case study will demonstrate the capabilities of KP Collective and showcase our expertise and ability to deliver results for our clients. We take a research backed approach and aim to provide those we partner with real solutions for their brands, not just logos.

We've used our strategic approach and guided, step-by-step process to develop a marketing strategy for TSVa that resonates with their key audience and fosters meaningful connections.



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# WELCOME TO THE SIMPLE VUE ACADEMY!

**Mission:** The Simple Vue Academy's mission is to create a sustainable pathway to entrepreneurship by providing scholars grade 6-12 with a STREAM-based education, guidance on business and financial management, and a village of support.

## Business Profile

# The Simple Vue Academy

## Company Overview

The Simple Vue Academy is a tuition-free public charter school opening in Fall 2025 in Atlanta with grades 6 and 7, ultimately growing to serve grades 6-12. With a focus on STREAM-based learning, real-world projects, and entrepreneurial thinking, we offer a dynamic, innovative education for all. Small class sizes and a strong community culture create a safe, supportive environment where every student can thrive academically, socially, and personally.

## Team Size

0 – 100+

Atlanta GA

## Sector

Education

## Mission & Values

**Mission:** To create a sustainable pathway to entrepreneurship by providing scholars grade 6-12 with a STREAM based education, guidance on business and financial management and a village of support.

**Vision:** Every graduate from The Simple Vue Academy will possess the skills and confidence to succeed as contributors to their community, job creators, and leaders of tomorrow.

Project Brief

# Building Visibility, Engagement & Community Ahead of Launch

Project Background

The Simple Vue Academy is a tuition-free public charter school launching in Fall 2025, serving grades 6–12. With a mission to create a sustainable pathway to entrepreneurship through STREAM-based learning and real-world mentorship, SVA set out to build early awareness, interest, and trust across key communities in the Atlanta Metro area.

To do this, we developed and launched an organic content strategy focused on brand storytelling, community relevance, and enrollment readiness.

Objectives

- Grow social media presence across Instagram and Facebook
- Increase community awareness and understanding of the school’s mission
- Drive interest in enrollment and campus tours for prospective families
- Identify high-performing content and top audience locations for targeted engagement

Project Process

Our approach is grounded in a strategic, three-phase process: Brand Discovery, Design & Refine, and Brand Launch. For The Simple Vue Academy, this framework was not only followed—but intentionally adapted to serve the unique needs of a new charter school launching without a physical presence, legacy content, or established digital community.

- Unlike templated marketing workflows, our process for The Simple Vue Academy was grounded in:
- Educational insight: Knowing how to translate pedagogy into parent-friendly messaging
- Community-first branding: Infusing the spirit of Ubuntu and empowerment into every asset
- Long-form storytelling: Designing content to go deeper than likes—to spark decisions and drive enrollment interest
- No-fluff reporting: Weekly, human-centered data analysis that turns numbers into next steps

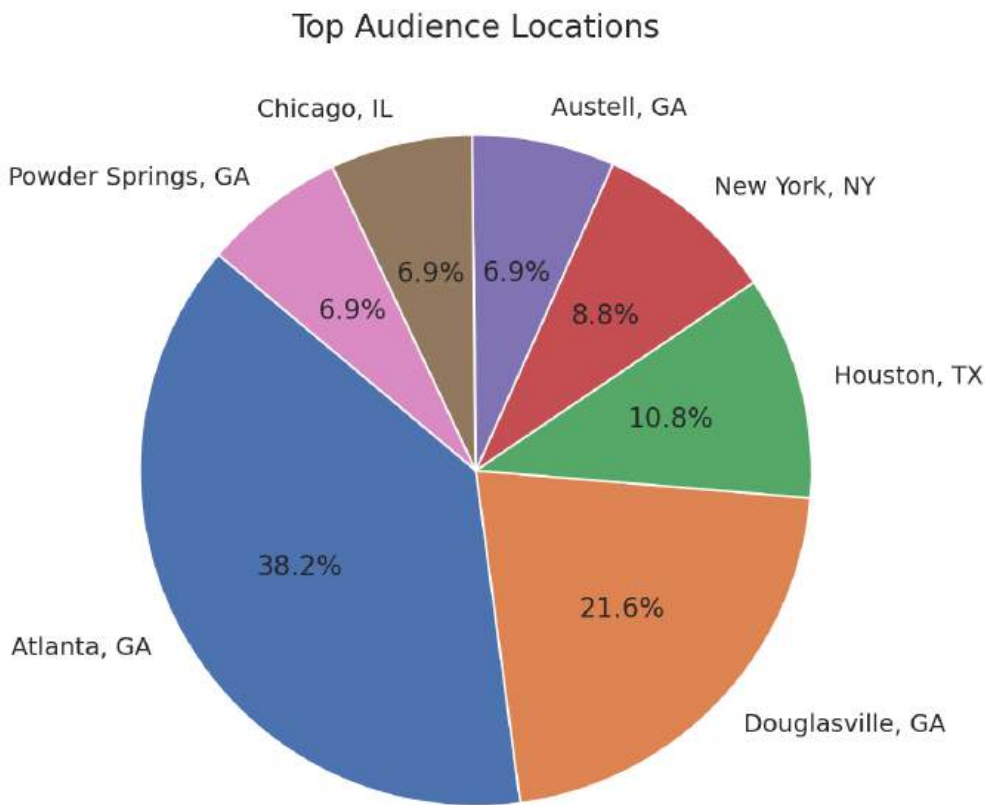
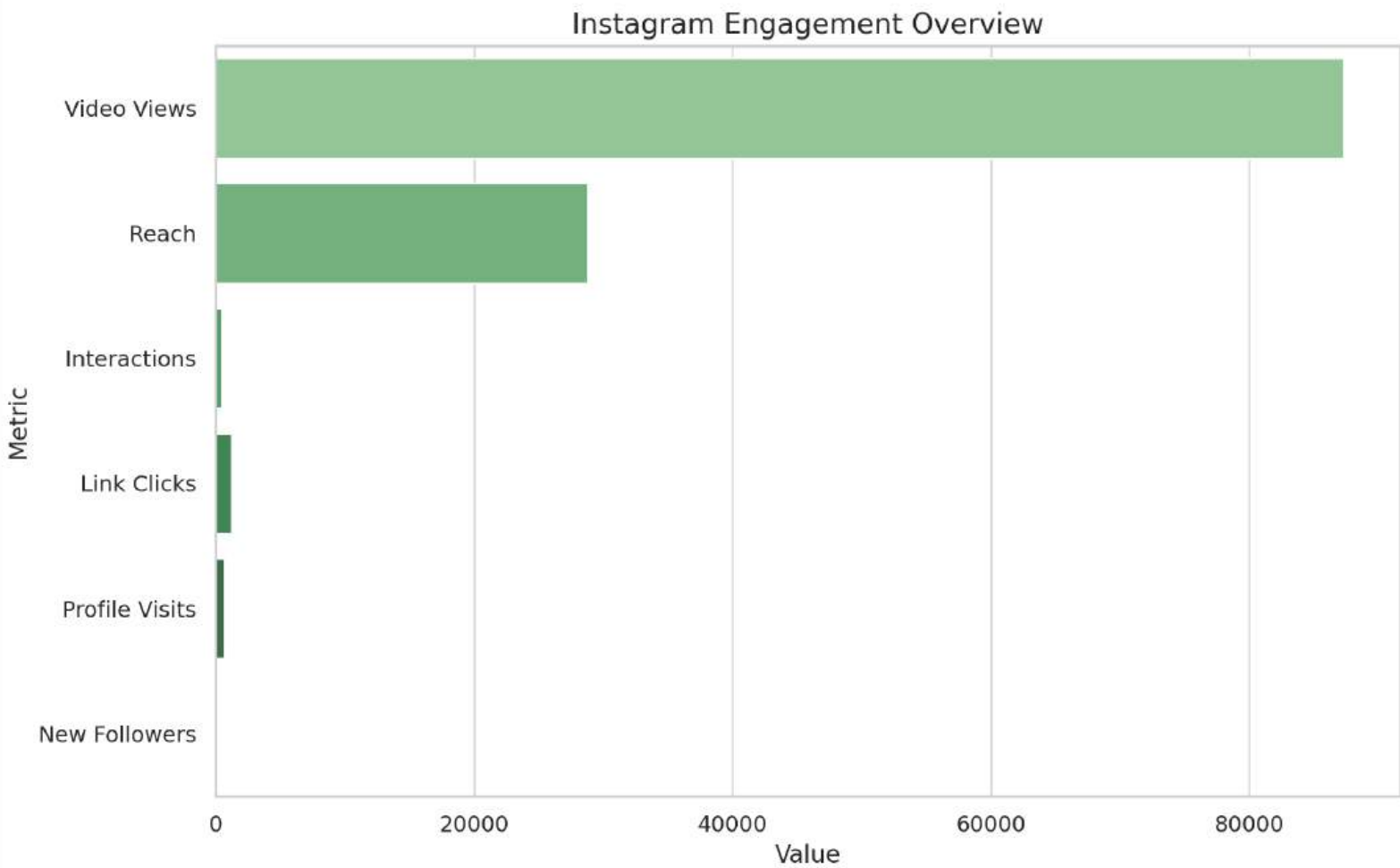
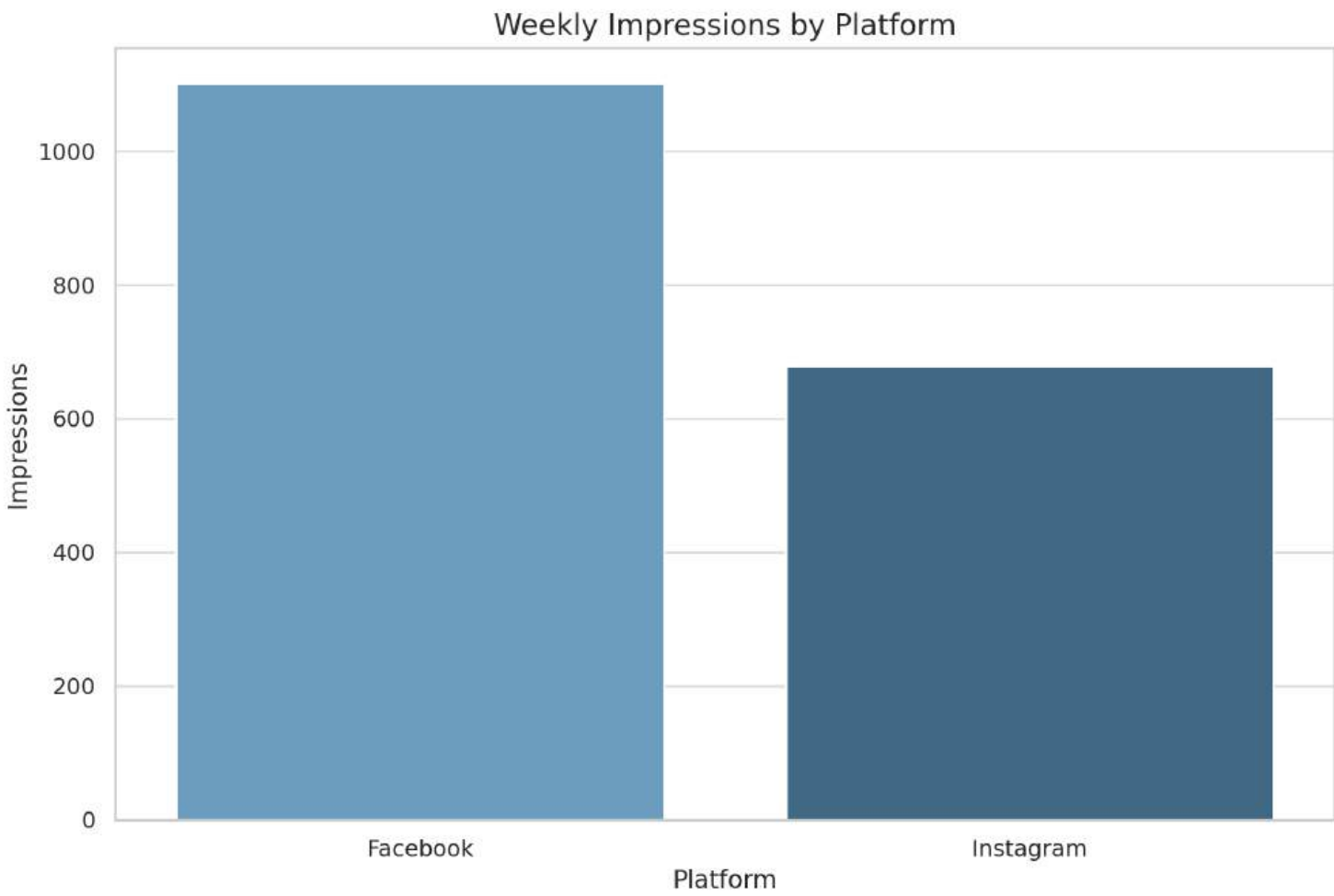
Key Considerations

- No Established Digital Presence or Community
- No Visual Assets from a Functioning School
- Geographically Dispersed Audience
- Niche Curriculum Model (STREAM + Entrepreneurship)

Project Timeline

Ongoing Services

Digital Brand Discovery, Social Media Strategy, Content Creation, Campaign Execution, Weekly Reporting, Optimization





# WE'RE STILL ACCEPTING APPLICATIONS

**YOUR CHILD'S JOURNEY TO EXCELLENCE STARTS  
HERE. WE'RE ACCEPTING APPLICATIONS FOR 6TH  
AND 7TH GRADE.**

At The Simple Vue Academy, we believe every child deserves an exceptional education. Our innovative **STREAM** curriculum, dedicated teachers, and supportive community create the perfect environment for your child to thrive. Join our growing family of learners and watch your student soar to new heights.

## WHY CHOOSE US?

- Experienced teachers
- Project-based learning
- Innovative **STREAM** curriculum
- Strong parent community

## WHAT IS STREAM?

STREAM is an educational approach that integrates Science, Technology, Reading/Writing, Engineering, Arts, and Mathematics. It aims to provide a well-rounded, interdisciplinary learning experience that prepares students for real-world challenges and fosters critical thinking and creativity



[www.thesimplevueacademy.org/apply](http://www.thesimplevueacademy.org/apply)

## Research & Brand Discovery

Before we created a single post, graphic, or campaign, we began with what matters most: understanding the essence of The Simple Vue Academy. In this foundational phase, we focused on uncovering the school's vision, voice, values, and target audiences through a mix of strategic research, stakeholder discovery, and competitive analysis. This work set the tone for a brand that would not only be seen—but trusted.

### Industry Research

Our discovery process began with deep, conversational interviews with the Founder and Executive Director, Nandi Edouard. These sessions helped uncover:

- The origin story of The Simple Vue Academy
- The philosophical underpinnings of its STREAM + entrepreneurship model
- The core emotional drivers behind the school's mission
- The values of Ubuntu, voice, empowerment, and how they must live across platforms
- The real-life barriers families in metro Atlanta face when accessing high-quality, innovative education
- This insight shaped how we positioned the school—not just as a place of learning, but as a movement toward equity, innovation, and generational transformation.

### Audience Persona Development

We developed clear audience profiles to guide tone, messaging, and content formats. Our personas included:

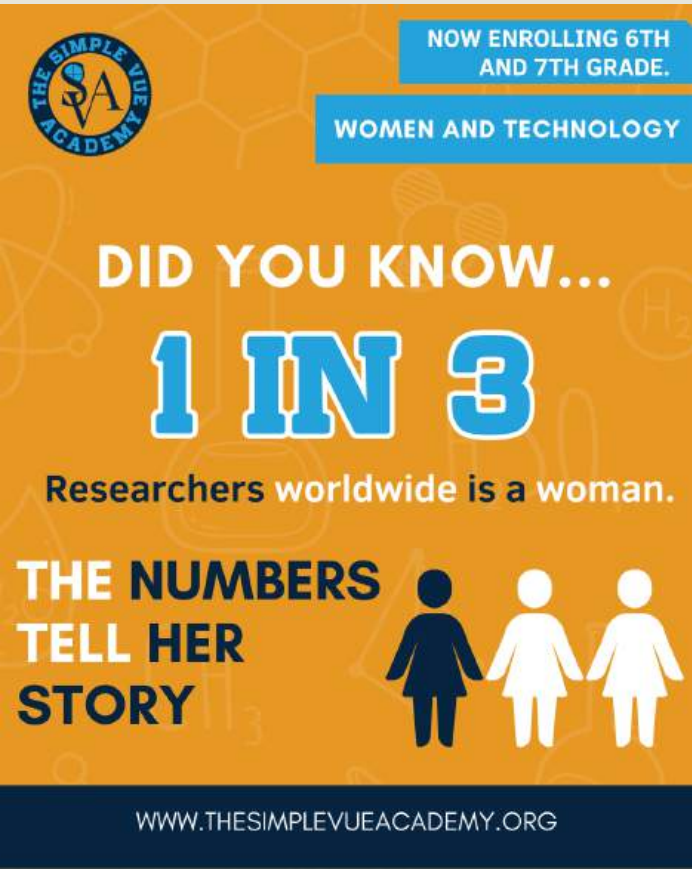
- **Prospective Parents (Grades 6–7):** Primarily millennial or Gen X caregivers in Douglas, Cobb, Paulding, and Fulton counties. They are values-driven, research-oriented, and often seeking alternatives to traditional public school systems.
- **Community Advocates:** Local leaders, nonprofit partners, and educators looking to amplify equitable, high-impact educational models.
- **Potential Staff Members:** Educators seeking innovative environments where student voice and creativity are prioritized.
- **Future Students:** Digital-native middle schoolers who care deeply about belonging, empowerment, and creativity.
- Each persona came with distinct messaging needs, emotional priorities, and engagement triggers—ensuring that our strategy wasn't one-size-fits-all.

### Competitive Landscape & Positioning Audit

We conducted a competitive audit of 15 charter and specialty schools within a 60-mile radius, analyzing:

- Brand messaging tone and clarity
- Use of visuals and storytelling formats
- Engagement strategies across social platforms
- Frequency of family-facing calls-to-action
- Differentiators communicated vs. those missing





## Brand Strategy Summary

The brand strategy summary document produced after the brand strategy workshop serves as a comprehensive blueprint for **The Simple Vue Academy's** future brand direction.

## Strategy Summary Usage

This Brand Strategy Summary, developed following our Brand Discovery and Strategy Workshop, serves as a comprehensive blueprint for The Simple Vue Academy's future brand direction. It outlines the school's foundational identity, brand voice, visual narrative, and strategic positioning—ensuring alignment across communications, marketing, design, enrollment, partnerships, and community engagement.

This document will guide how The Simple Vue Academy presents itself to the world—not just as an educational institution, but as a mission-driven movement that inspires trust, engagement, and long-term community impact.

## Sections

- [Brand DNA](#)
- [Target Audience](#)
- [Competitor Analysis](#)
- [Brand Positioning](#)
- [Personality & Voice](#)
- [Brand Messaging](#)



## Strategy Development

The strategy development phase for The Simple Vue Academy focused on translating core values, educational philosophy, and community goals into a tangible, actionable brand experience. With no existing online presence, the strategy had to serve two primary purposes: build awareness and establish trust. Unlike traditional school marketing, this strategy was designed to educate, inspire, and empower—not just inform. Every decision was grounded in research, voice-of-the-customer insights, and the school’s mission to equip scholars with real-world, future-ready skills.

## Strategic Objectives

### **Establish Brand Credibility in a Crowded Charter Space**

Position The Simple Vue Academy as a leader in STREAM education and entrepreneurial thinking while maintaining a warm, family-first tone.

### **Drive Early Interest and Enrollment**

Create high-converting content and calls-to-action that guide prospective families from awareness to engagement to application.

### **Translate the Vision into Community Language**

Make complex ideas like STREAM integration, trauma-informed care, and entrepreneurship education easy to understand and emotionally resonant.

### **Elevate Equity, Empowerment, and Belonging**

Ensure all communications reflect Ubuntu, student voice, and empowerment—three of the academy’s foundational pillars.

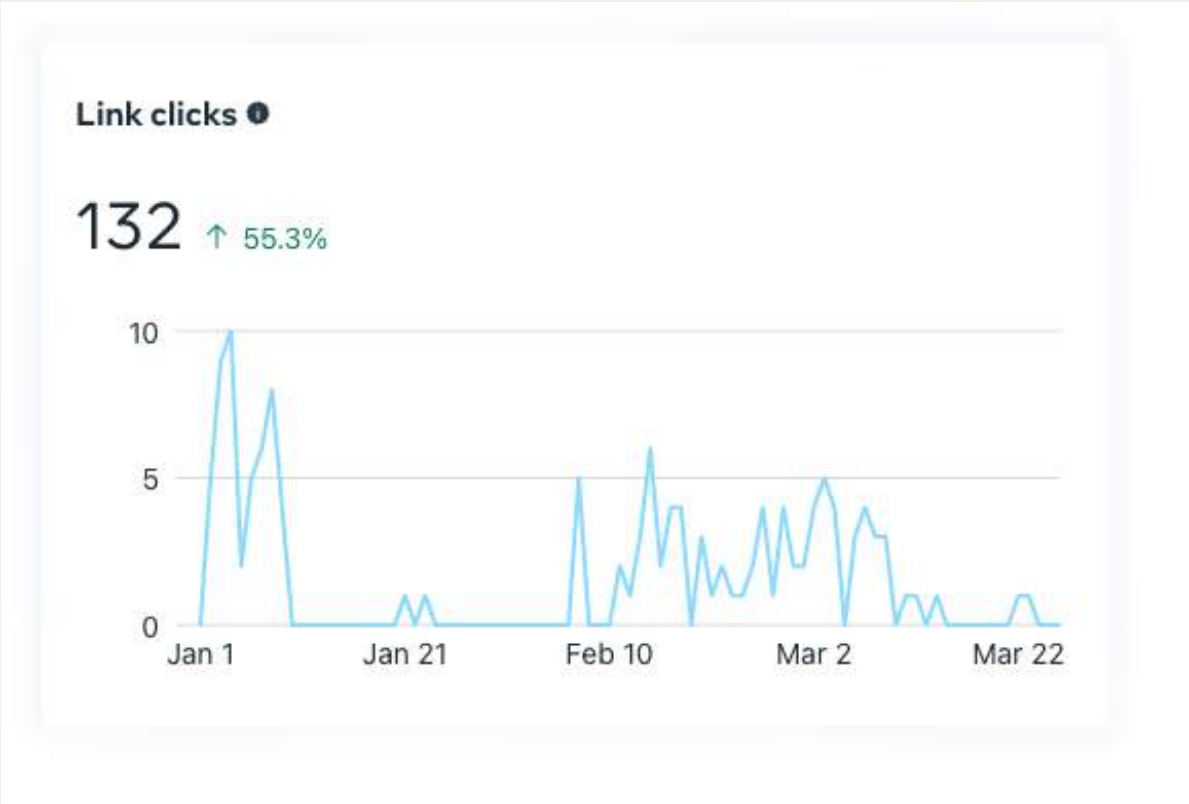
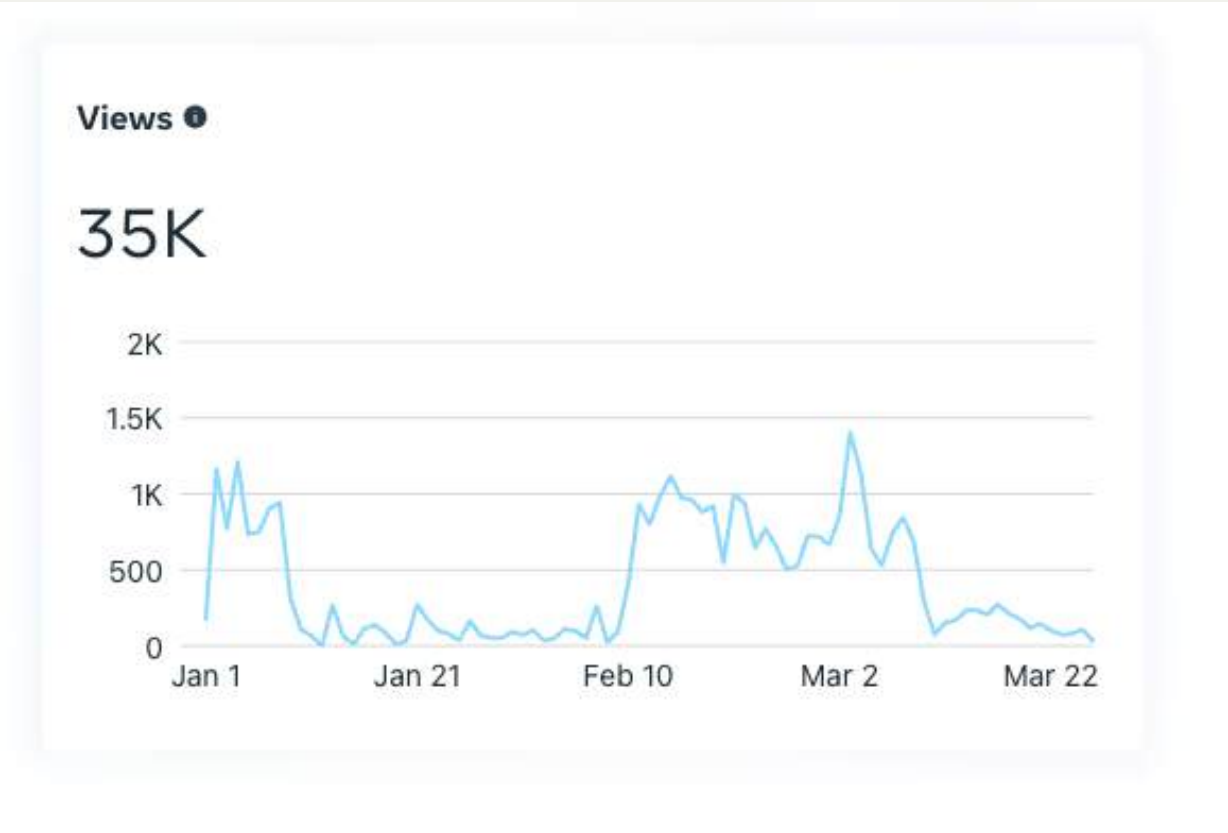
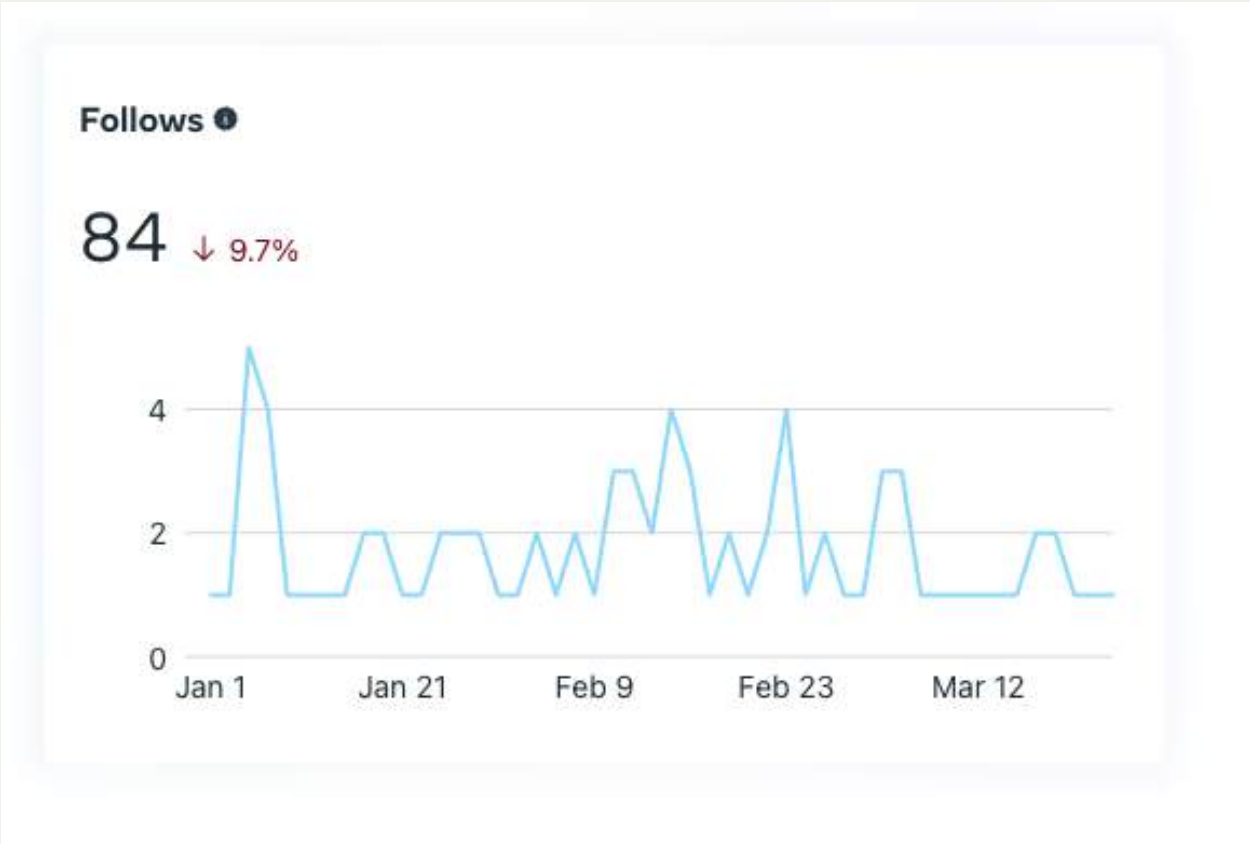
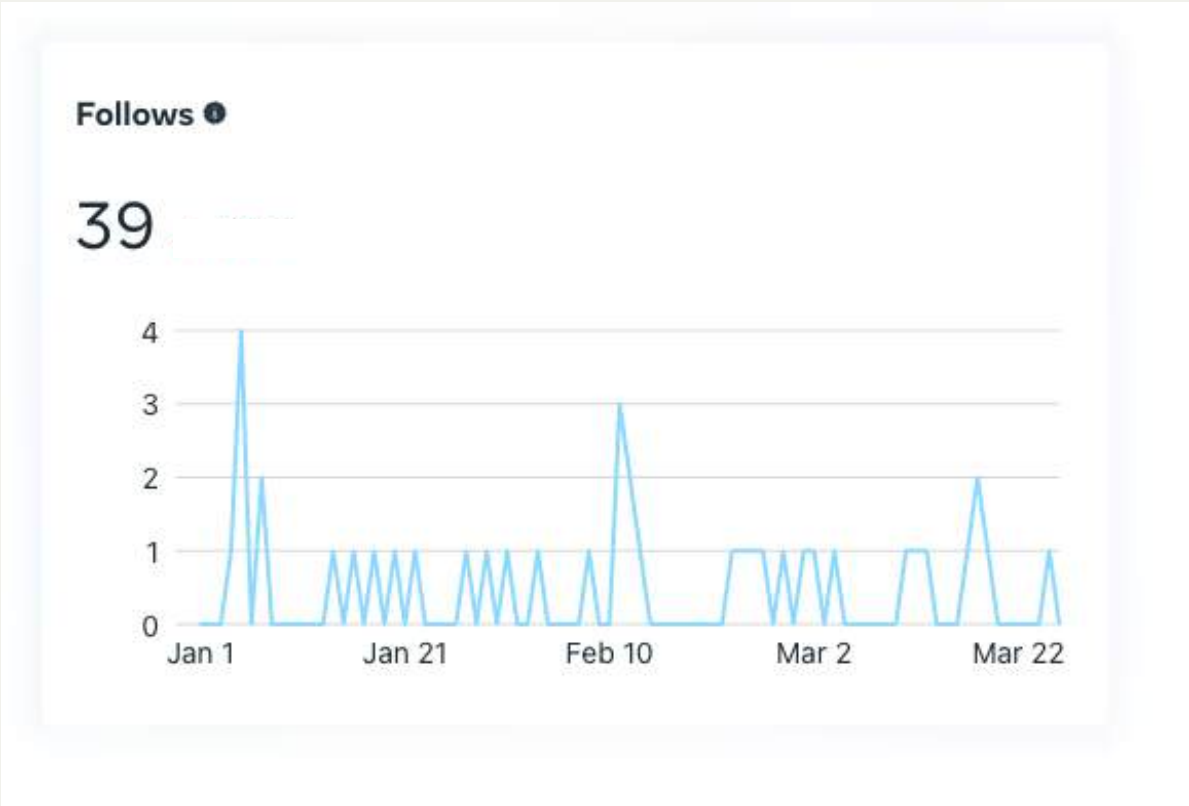
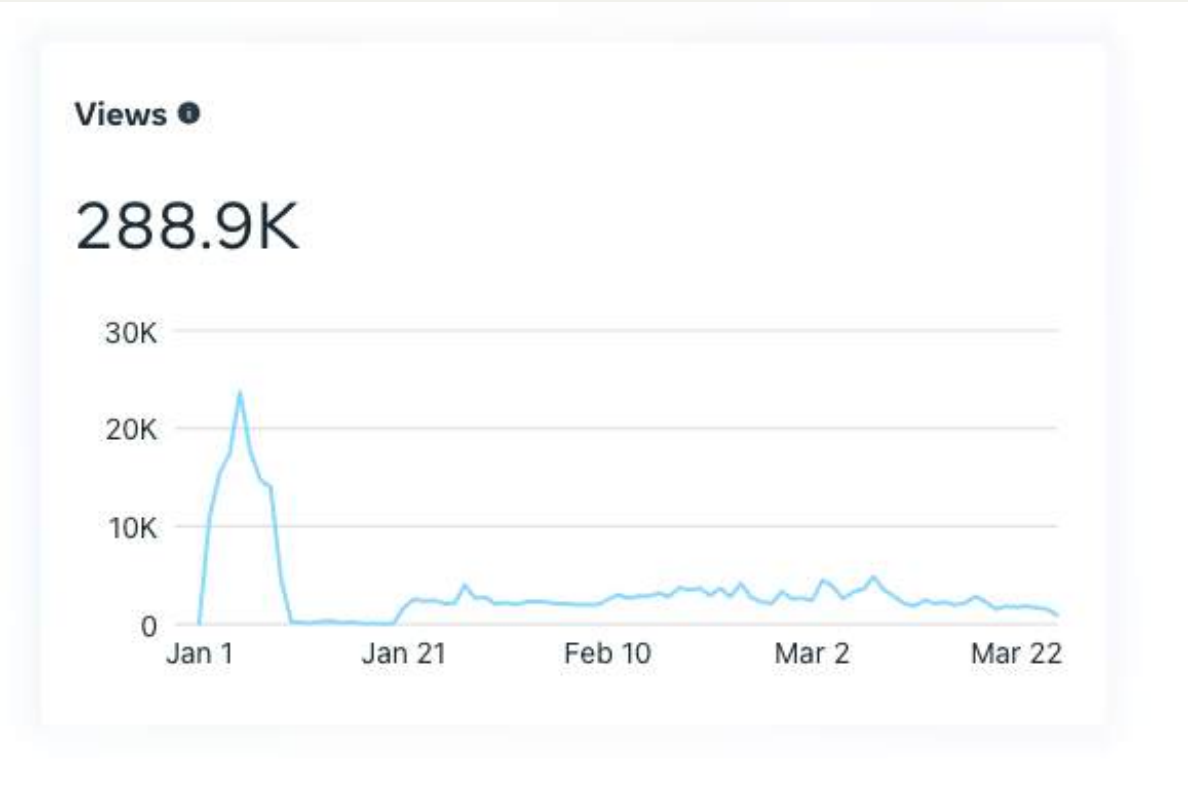
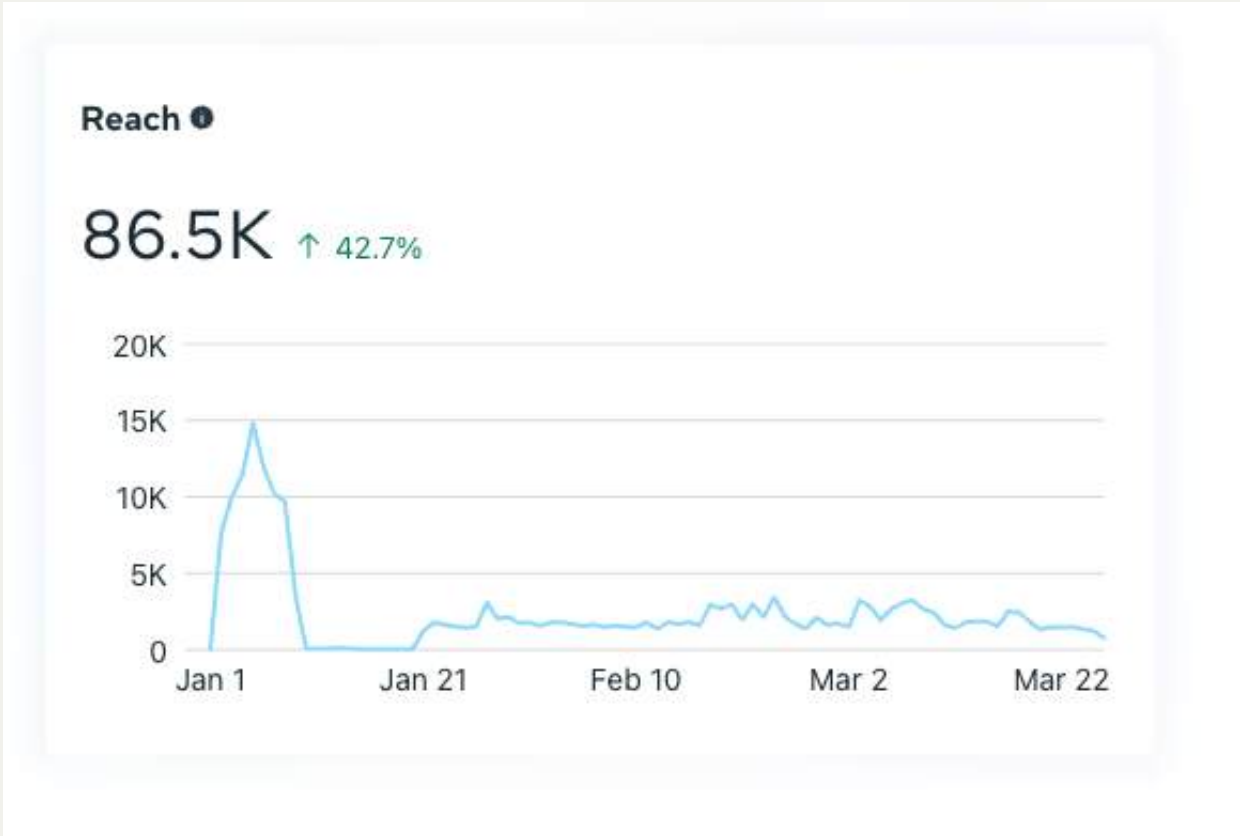
### **Develop a Scalable Content System**

Build a library of reusable content and messaging templates to ensure consistency across social media, newsletters, and outreach materials.





# Jan. 2025-March 2025 FB and IG Analytics





## Brand Applications

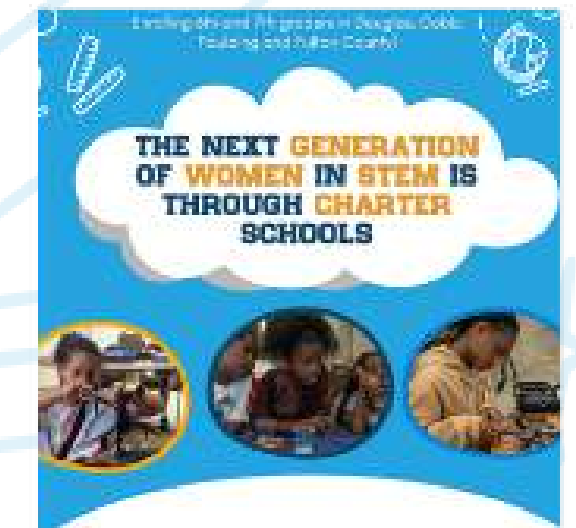
Brand applications in the design process involve implementing the new brand strategy and visual identity across digital and physical touchpoints, ensuring consistency, clarity, and emotional resonance at every stage of the user experience. These applications serve as the bridge between strategy and experience, translating values into visual and functional design that connects with real audiences.

### Website

The website brings the brand to life online through clear messaging, accessible design, and a user-friendly experience. Every page reflects the school's voice, mission, and forward-thinking approach.

### Social Media Templates

Branded templates were created for Instagram and Facebook to ensure consistency across posts, stories, and Reels. These support quick content creation while reinforcing core brand values visually and tonally.









Results

The strategic brand and social media launch for The Simple Vue Academy produced immediate and measurable results across key engagement metrics, positioning the school as a trusted, innovative educational option well before opening day.

Project Impact

**Established a Clear, Distinct Identity:** The campaign clarified what sets SVA apart—STREAM learning, entrepreneurship, and whole-child wellness—positioning the brand as both visionary and community-rooted.

**Built Early Community Trust**  
Through transparent, value-driven messaging and consistent storytelling, families began recognizing SVA as a credible, compassionate, and forward-thinking option.

**Created a Scalable Foundation**  
With a complete content system, branded templates, and strategy-aligned messaging, SVA now has a long-term digital infrastructure that can grow alongside the school.

**Increased Enrollment Readiness**  
Early momentum has driven interest in campus tours, outreach events, and pre-enrollment signups—laying the groundwork for a strong founding class in Fall 2025.

Instagram:

21.8K views across content

46% increase in post interactions

32% increase in profile visits

300% increase in follower growth

Facebook:

88K video views

10.4% increase in reach

22.3% increase in engagement

122% increase in new followers

Top Audience Locations

Austin, TX (30.3%)

Manor, TX (21.8%)

Cedar Park, TX & Hope, AR (3.4% each)





## Testimonials

"KP Kollektive has been a game-changer for our charter school! Over the past 2 years, their fractional CMO service has completely transformed our marketing and branding. Our online presence has skyrocketed, with huge increases in social media engagement and website traffic. Their innovative fundraising campaigns boosted our donations by 75%, allowing us to expand our programs significantly. The team at KP Kollektive is full of strategic thinkers and collaborative leaders who are truly passionate about our mission. If you're looking to take your organization's marketing to the next level, I can't recommend KP Kollektive enough!"

Nandi Edouard | The Simple Vue Academy



#### Project Reflections

Launching a brand with no existing visuals, student content, or audience required a creative, mission-first approach.

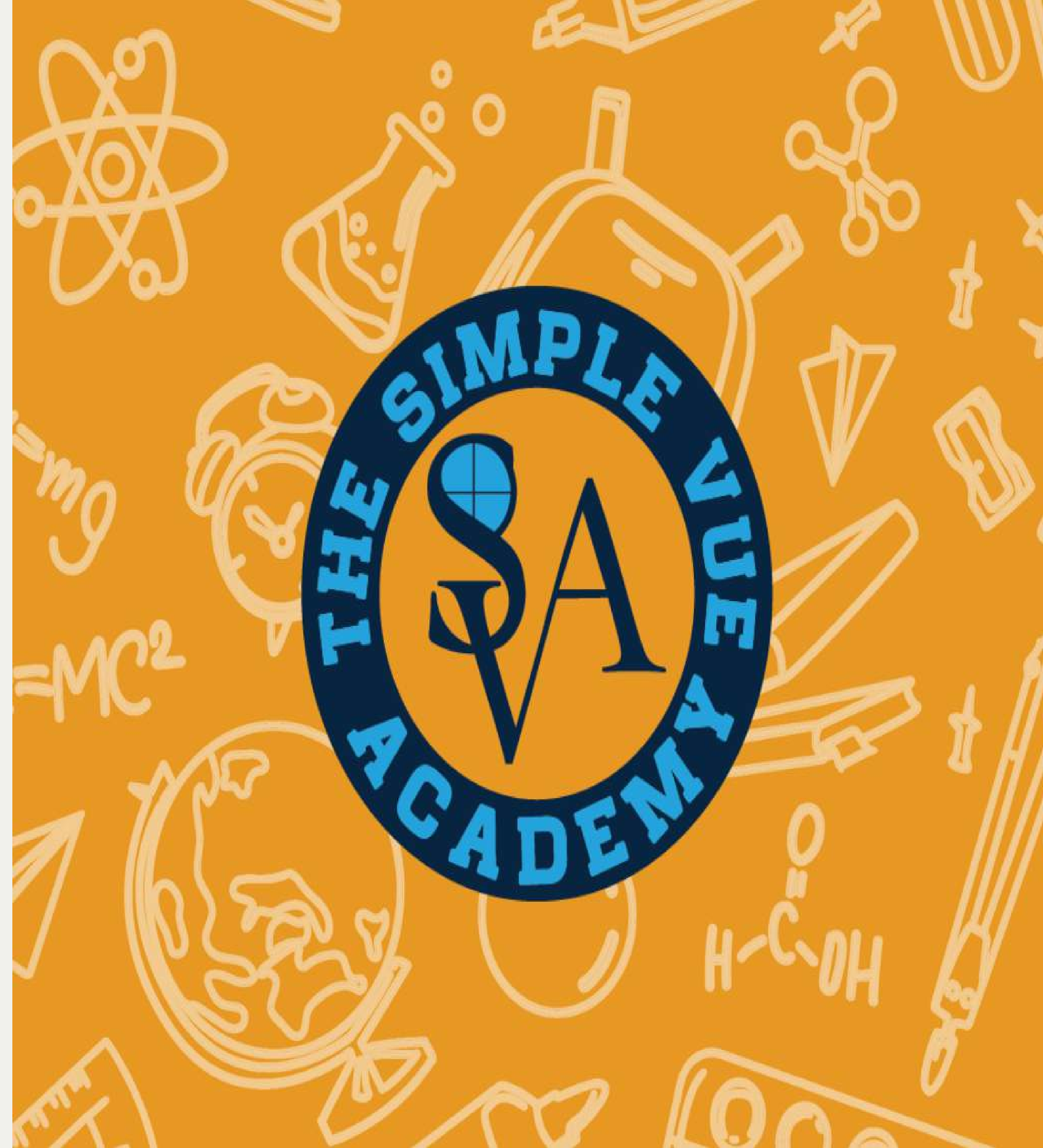
The process also reinforced the importance of flexibility—adjusting strategy based on real-time data allowed us to balance education and enrollment priorities effectively.

#### Challenges

One challenge was translating complex educational models (like STREAM and entrepreneurship) into digestible, engaging content. Through testing and iteration, we learned that values-based storytelling and clear, consistent messaging were key to building trust.

#### Ongoing Support

We continue to provide full-service social media management for The Simple Vue Academy. This includes content planning, copywriting, design, community engagement, and performance reporting—ensuring the brand voice remains consistent, relevant, and responsive as the school moves toward its Fall 2025 opening.





# Ready to transform your business?

If you're ready to take the leap and start growing your business today then we'd love to hear from you.

Book your free discovery call today.

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