



GSA

Rebrand brings 250,000 visitors to GSA website

prefacestudios.com

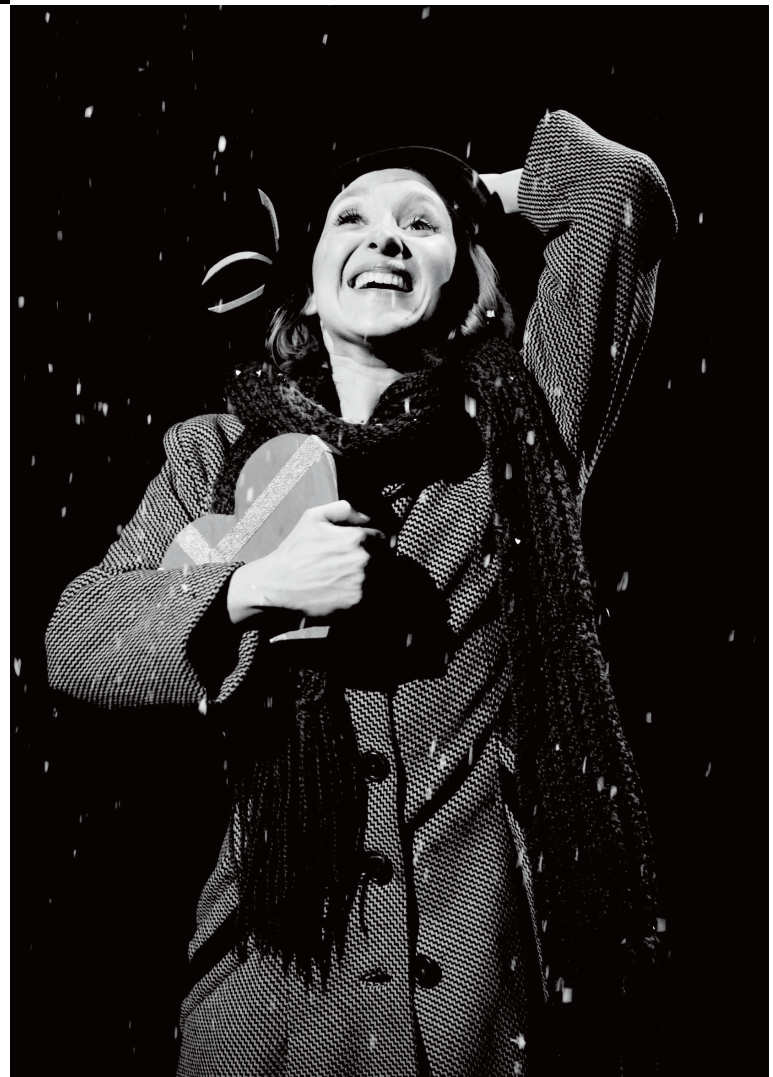


01 Background

Guildford School of Acting (GSA) has long blended tradition with innovation and has an international reputation as a provider of high-quality vocational arts education.

Its move to join the School of Arts at the University of Surrey was a tough challenge for GSA to maintain its unrivalled, valued identity, while embedding its sense of self within a different culture.

The University of Surrey's state-of-the-art facilities, strong central support and opportunities for cross-disciplinary collaboration brought great benefits to GSA's students, but GSA's brand and marketing collateral needed to catch up with this new phase of its journey.





02 The Brief

Preface won a competitive bid to review and renew GSA's existing branding.

We showed how GSA's existing brand didn't reflect the benefits for prospective students. It also didn't speak to students directly, or showcase the cutting-edge technology and innovative facilities on offer.

03 The Solution

We soon saw that, rather than throwing away GSA's rich history, its heritage was a key element of its brand. So we included its founding year "est. 1935" within the new look to permeate an undercurrent of solidity and expertise. GSA's new creative contemporary architecture was also striking enough to echo within the branding itself, so we created the line running through the logo. This brandmark is a simple graphic device that creates a relationship between the tradition of GSA and the bright future ahead. It's a positive mark which highlights progression and growth.

We created a new brand for GSA powerful enough to take it into the future. We worked across all communications media: identity, brand guidelines, prospectus, website, advertising templates and stationery – to ensure consistency of message within a visual landscape.

We have worked with GSA for three years to produce the annual prospectus and have completed the 2015 prospectus – this time consisting of nine individual booklets showcasing the undergraduate, postgraduate and MA courses to allow for more targeted marketing. We've also recently upgraded the rebranded website to make it mobile friendly.

Key Deliverables:

- Rebrand consultancy
- Logo design
- Brand guidelines
- Marketing materials
- Website design
- Website development
- Mobile ready (responsive)
- WordPress
- Ongoing marketing



04 The Results

In the last year the website received nearly 250,000 visits: 18% mobile and 14% on tablet, with each visitor spending between two and three minutes on the site. Since updating to a mobile ready site in November 2013, there has been a 21% increase in visitors in eight months, compared to that time period in the previous year. The bounce rate also reduced by 14%.

The new brand has been fully adopted and commended by the University of Surrey and we continue to work with GSA to develop its communications.

14%

Reduction in bounce rates

21%

Increase in web visitors in 8 months

2-3mins

Average visitor duration on the website

'Guildford offers us the best of both worlds. A great range of shops and nightlife, leisurely walks along the beautiful river Wey and delightful, bijou coffee shops and all just 40 minutes from London and the West End.'

MIRACLE CHANCE – 3rd year Musical Theatre student

"Preface achieved a great deal for us in a short time. It was important that the new brand identity communicated GSA's heritage, its position as a conservatoire and its vision for the future. Preface achieved this in a structured, informed and, above all, creative manner. We look forward to working with Preface in the future."

Emma Gray, GSA

Why we loved this project

Working with a client over a long period of time really allows us to collaborate with them to develop and grow the brand and adapt to the changing culture and technological advancements. And that's the truly rewarding part of our work.

Do you need a rebrand? Are you interested in working with us?

Contact Arps Patel:
+44 (0) 1252 820 022
arps@prefacestudios.com
prefacestudios.com

Preface Studios Ltd,
Studio 1, The Maltings
Bridge Square, Farnham,
Surrey, GU9 7QR