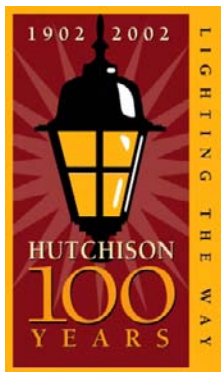


## Hutchison School

Developing the entire marketing plan for the exclusive girls school, designed to increase attendance and donations, became objective one. Repositioning the school against certain negative perceptions became another primary focus. The plan called for marketing “internally” to the parents, the alumnae and students themselves, so in-house publications became of strategic importance.



Magazine ads



100th Anniversary Logo



In House Publication



Banners