



EASTERN CHRISTIAN
SCHOOL

Inspired School Marketers: Category 25

Eastern Christian School

In a prior year, as an April Fool's promotion, we forged a sham "rebrand" of our school's logo and mascot. We went from the "Eagles" to the "Beagles." We gave a huge list of false reasons why we supposedly rebranded. [Here's our blog/press release](#). In separate copy, I've included the images and social media "ads" that we ran.

The bottom of the blog post encourages families to check out "Beagle Central," but was actually linked to the wikipedia April Fool's page.

Fielding calls from concerned alumni and current families, walking them through the logic in a deadpan manner, and then encouraging them to click on "Beagle Central" on the blog post was sooooo fun! Their response usually went something like, "But the Eagle has been a cornerstone of this community for over a century! There's no reason to change that!" And then I ask if they clicked on "Beagle Central," to which they replied "No." I asked them to go to that link while we were on the phone together... and hearing them "Get it," and laugh at themselves and the joke was priceless! :)

We got a lot of social media shares, and had a lot of fun with it. The next day, we printed a "Did we get you?" retraction.

Rudi Gesch, Director of Marketing & Communications

1892

APRIL FOOLS REBRAND

OUR ACTUAL LOGO



EASTERN CHRISTIAN
SCHOOL

OUR 'REBRAND' LOGO



EASTERN CHRISTIAN
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SOCIAL MEDIA POSTS



EASTERN CHRISTIAN
SCHOOL

Giving students a
new leash on life
since 1892.

#BarkEC



EASTERN CHRISTIAN
SCHOOL

Learn like a Beagle.

LAY down outdated teaching methods
and step into a digital classroom

SIT down with teachers that care about
each student as an individual

STAY 'n Play is a program we offer in
preschool. You'll probably DIG it.

#BarkEC



EASTERN CHRISTIAN
SCHOOL

WE WOULD

dig

HAVING YOU
VISIT ONE OF
OUR 3 BEAUTIFUL
CAMPUSES

#BarkEC

SOCIAL MEDIA POSTS



EASTERN CHRISTIAN
SCHOOL

LET US

fetch

YOU A **VARIABLE TUITION** QUOTE

#BarkEC



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SCHOOL

bEAGLES

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EASTERN CHRISTIAN
SCHOOL

**Looking for a
Quality Christian
Education?**

You're BARKING up the
Right Tree at Eastern
Christian School #BarkEC

BEAGLE
BEAGLE
BEAGLE

#BarkEC



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