



Holy Cross College, founded by the Patrician Brothers, 1891

Holy Cross College

Office of the Principal

Testimonial

Holy Cross College engaged John Wakeling and his business partner from Marketingheads to conduct qualitative market research with our local feeder schools, Year 7 and Year 12 parents and also with an influencer group. Our hope was that through our work with them we could better articulate to the local community our message about the high quality education offerings that we had built up at Holy Cross College over a number of years.

Marketingheads research identified the perceptions of the school and then they assisted us in constructing promotional materials with the words and images that would best connect with our potential future parent-clients.

Subsequent to our work with Marketingheads, Holy Cross College experienced considerable student growth, with a more than 35 percent increase in Year 7 enrolments for two consecutive years.

We believe that there has been a perceptible change in community perceptions about Holy Cross College and the promotion materials developed in conjunction with Marketingheads have been a part of this success story of getting the good news out to the community.

John and his business partner were a pleasure to work with. Their approach was thorough, timely, professional and informative. I have no hesitation in recommending Marketingheads to any organisation wishing to connect with its target audience.

Adam Taylor
Principal

