

The 24-page "See Yourself in Red" look book was produced by the Benilde-St. Margaret's marketing & communications team in partnership with CEL Marketing which created the piece based on initial design conversations, mock-ups, and copy/photos provided by the school. The publication solved a number of issues existing with the previous marketing collateral used by the school's admissions team, eliminating a folder filled with a collection of brochures, single page sheets, and tri-folds on different aspects of student life at BSM. The new 8.5x11" look book features newly written family-centric copy based on feedback from current parent surveys and information shared about their decision to enroll at BSM and what they want in a 21st century private school experience. The resource incorporates QR codes for each section, leading to specific pages on the school's website to engage families with the primary source of truth (www.bsmschool.org) for more information and details beyond the look book. Infographic stats and datapoints throughout the look book highlight school experiences and differentiators in and out of the classroom. Testimonials from parents, students, and alums provide authentic examples of what to expect as students in the BSM community. Visual elements, including new professional photos, capture daily life and the diversity of the community while a panoramic centerfold campus view shows the proximity of BSM to downtown Minneapolis, an important consideration for families relocating to the Twin Cities for jobs.

The school's 70+ co-curricular activities and athletic programs are showcased, detailing the success of our student athletes, performers, and artists and the opportunities available to prospective students who enroll. The capstone and internship programs are featured, noting key differentiators in the high school academic program which prepares students for success in life. Families which have received the look book are impressed with the overall presentation and have engaging conversations with the BSM admissions team which notes they find families are more engaged and informed with the new printed resource and stronger targeted engagement on the BSM website and microsite. The resource is designed for minimal updates annually - tuition rates, the occasional photo or testimonial - while serving as an attractive example of the premiere educational experience students receive at Benilde-St. Margaret's School.