

On a sunny afternoon in early 2004, Dr. Sarđa and the Goenkas approached SAMSİKA® with a dream to build an international school brand in Mumbai, India. SAMSİKA® devised the following strategy and launched École Mondiale World School on 19th July, 2004.



École Mondiale
World School

PYP
MYP
IBDP

Brand Naamkaran®

SAMSİKA® recommended the brand name 'École Mondiale'. It is a French name that means World School.

Brand Positioning

SAMSİKA® recommended the brand positioning statement 'Develop. Nurture. Grow' for École Mondiale.

DEVELOP • NURTURE • GROW

Product Portfolio

Initially, the client wanted to launch only the IB Diploma Programme (IBDP). SAMSİKA® recommended launching all three programmes - PYP (Primary Year Programme), MYP (Middle Year Programme) and IBDP, simultaneously, making it a Total IB Authorised School.

Segmentation Strategy

SAMSİKA® recommended targeting the segment of parents and children who aspired to a world-class education but wished to receive it in their home city, Mumbai.



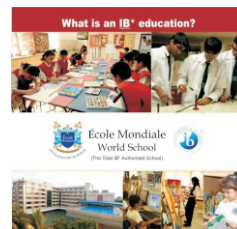
3X

Pricing Strategy

Initially, the client proposed a competitive price in the range of other similar schools. SAMSİKA® felt that École should offer high value at a commensurate premium price rather than moderate value at a competitive price. SAMSİKA® recommended 3 times the competitors' price.

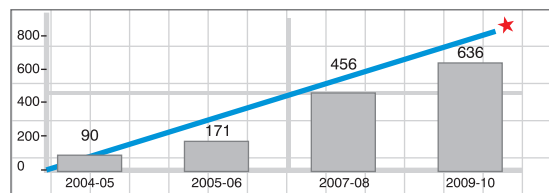
Communication Strategy

Since the process of IB Education was virtually unknown to most parents and children in Mumbai, SAMSİKA® devised a strategy to communicate the concept of an IB School first and then introduce École Mondiale and its facilities. SAMSİKA® recommended communication tactics like television advertising on prime channels, radio, buses, inflight, in print and through personal interaction, previously unheard of for a school in India.



Mr. Kapoor of SAMSİKA® has a great vision for École Mondiale. The biggest contribution is the premium positioning of the brand in a category like a school. People in Mumbai had a real need to get world class education. École Mondiale has grown every year, in numbers, in results and in reputation.

-Dr. Pradeep Sarđa, Chairman, École Mondiale



Annual strength of students at École Mondiale

SAMSİKA® to Sales Ratio

For every ₹ 1 spent at SAMSİKA®, École Mondiale has earned ₹ 93



For a list of other great brands built by SAMSİKA® turn the page →

To market, to market, to build a big Brand ?



Hold our hand .



INDIA'S PREMIER BRANDING AND MARKETING CONSULTANCY
Estd. 1995

STRATEGIES AND TACTICS OFFERED

| Brand Naamkaran | Segmentation | Brand Positioning |
Product Portfolio | Pricing | Marketing Department & Sales Force Structure | Distribution
| Sales Systems | Marketing Plan | Sales Force Training
| Communication | Promotion | Franchising | Brand Building | Customer Service

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