



RED

MARKETING

CASE STUDY

The VIRTUAL HIGH SCHOOL



VHS THE VIRTUAL HIGH SCHOOL

Welcome back to our ongoing case study series here at RED Marketing!

We're excited to delve into the next story.

Join us as we walk you through our brand-building adventures step by step.



THE CLIENT

The Virtual High School is a fully digital school of mastery built specifically for South African students to support educational outcomes, learning accessibility and personalisation through technology.

The Virtual High School is South Africa's first wholly asynchronous Virtual School made to ensure all students, from all backgrounds, can access affordable and self-directed flexible education.



THE CHALLENGE

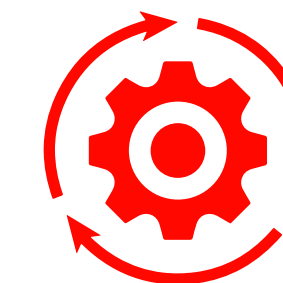
VHS launched in January 2023 in order to offer a new solution to how online high schools teach the curriculum.

The challenges were to:

Create brand awareness around the launch of the new virtual high school

To start conversations about how to improve the schooling curriculum in South Africa with a specific focus on virtual schooling.

To introduce the concept of asynchronous schools to the South African public.



THE IMPLEMENTATION

RED Marketing set out to understand the objective and formulated a PR strategy that involved curating press releases that would spark the media's interest.

RED Marketing would scan the educational environment, identify the trending topics and pitch the VHS and its founder to comment on the educational landscape and how to improve on it.

We set out to interact with media in the field and utilised our 20 years of experience in the PR industry to tell the VHS story.

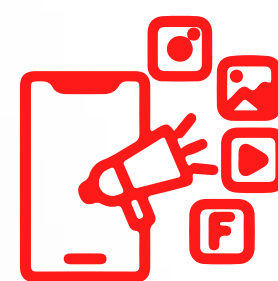
THE RESULTS

One month of PR resulted in features in the following publications:



PRINT:

- Sunday Times (92 021) R250 000
- Saturday Star (8 263) R31 311
- Weekend Argus (12 245) R90 600
- Sunday Tribune (18 632) R88 400
- Independent on Saturday (12 591) R28 128



DIGITAL:

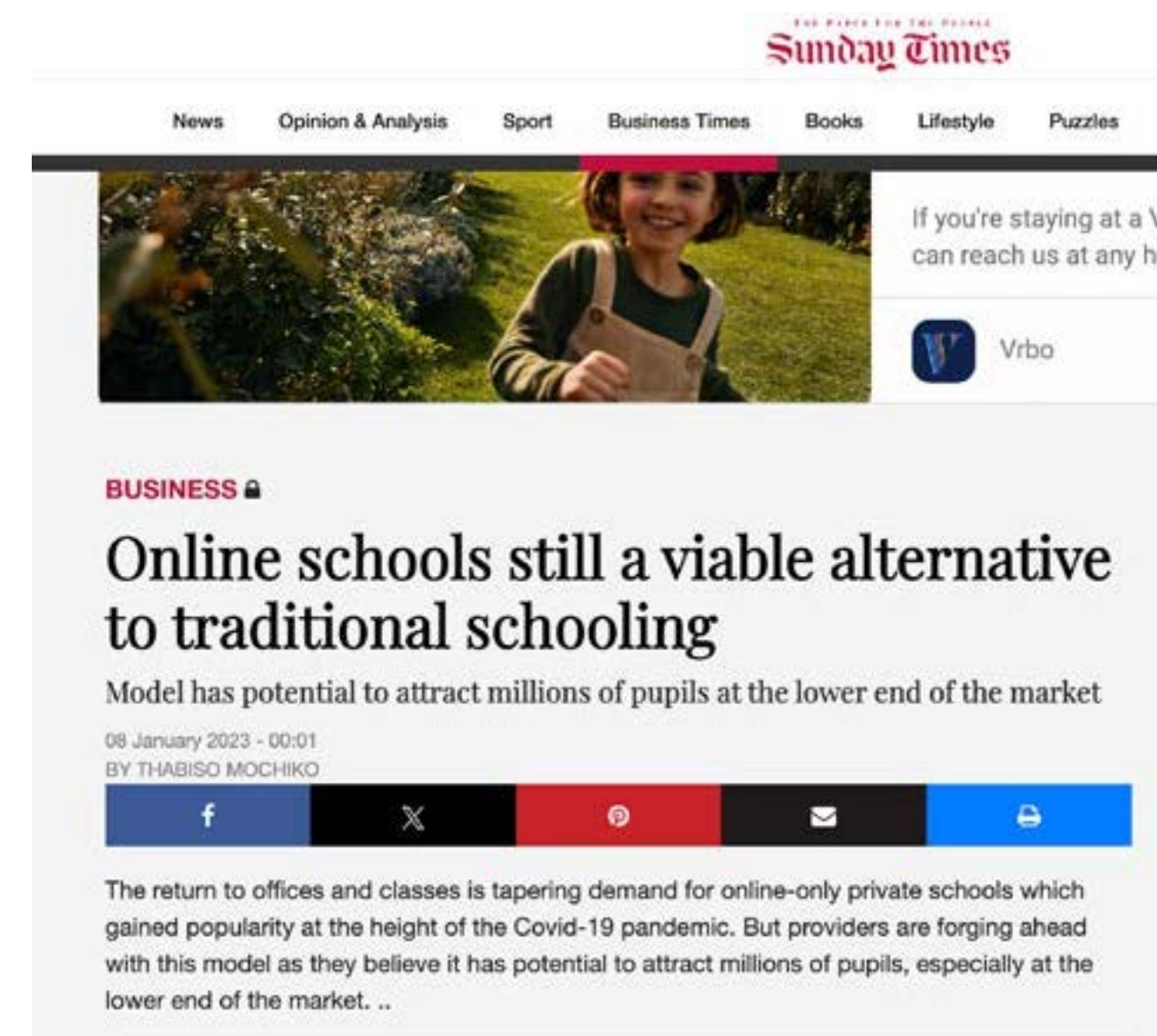
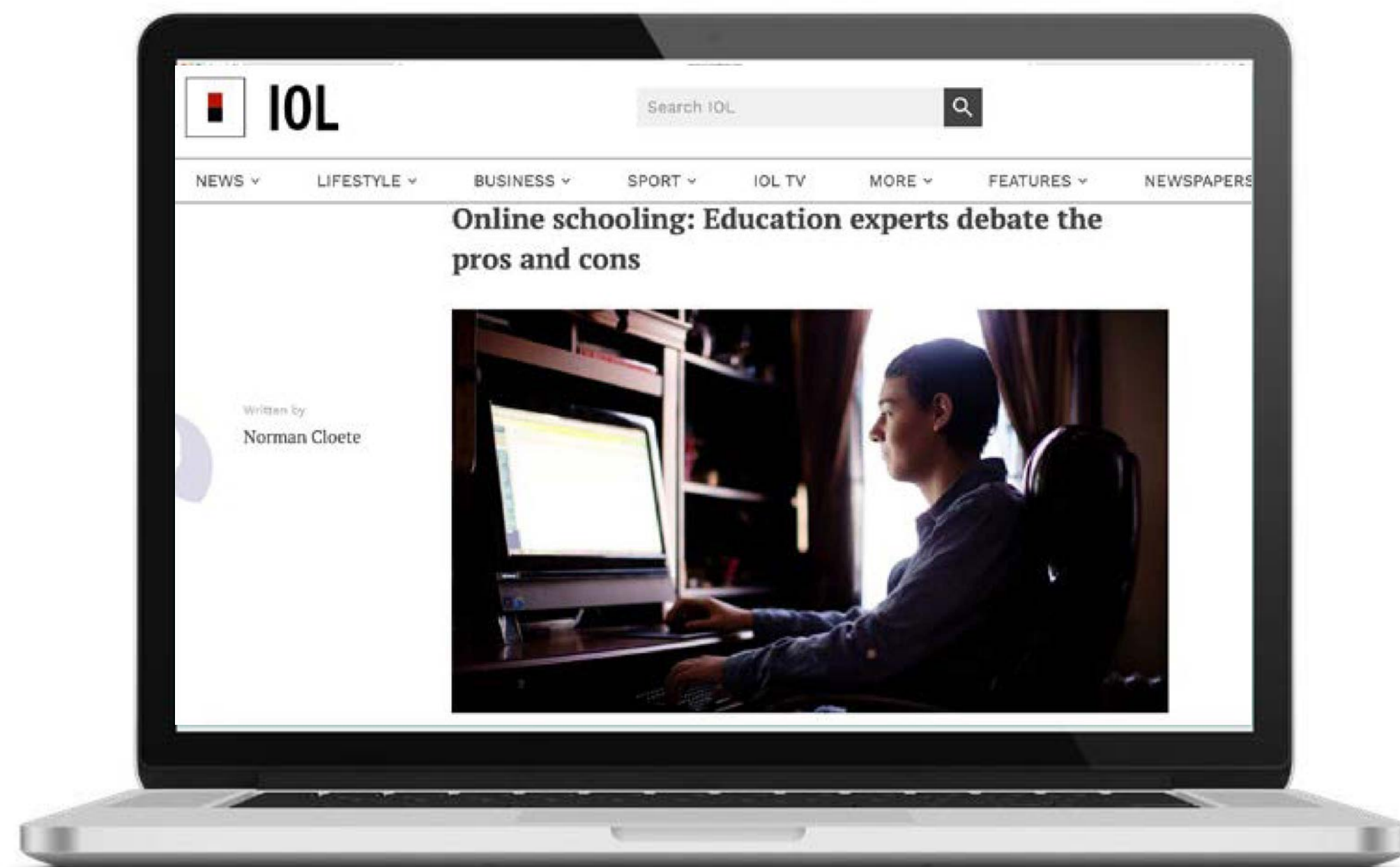
- Times Live (100 000) R60 000
- IOL (50 000) R24 000

TOTAL REACH:
293 752 PEOPLE

TOTAL AVE:
R572 439.00

ROI:
1:9





MARKETING

Whether you're aiming to climb search engine rankings or establish a formidable online presence, **RED Marketing** has the tools and expertise to make it happen.

Ready to take your online presence to the next level?

Contact us at:
info@redmarketing.co.za for SA clients or
info@redmarketing.biz for UK clients.



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THANK YOU