

WHAT MAKES A SCHOOL CHOOSABLE?

GOOD SCHOOLS GET NOTICED.
MEMORABLE ONES GET CHOSEN.

Parents compare everything.

But ask one question:

“WHY THIS SCHOOL?”

The answer makes the difference

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Considered- or chosen?

BE GOOD
BE MEMORABLE.
BE CHOOSABLE.



LEADERSHIP PERSPECTIVE

A SCHOOL CANNOT BE
EVERYTHING TO EVERYONE.

**Pankaj Budhwani on why
the strongest schools are built
around clarity, not comparison.**

As Founder & CEO of Mediagarh, Pankaj Budhwani has seen a recurring challenge: when every school tries to say everything, it becomes harder for parents to remember what truly makes one different.

With more choices than ever, parents compare academics, infrastructure, results and opportunities—while schools often end up following what competitors are doing.

**But a school cannot be everything
to everyone.**

According to Pankaj, strong school brands are built by **knowing their strengths, owning their identity, and communicating what makes them different.**

**OWN YOUR DIFFERENCE.
LIVE YOUR PROMISE.**

PANKAJ BUDHWANI

Founder & CEO, Mediagarh

BE CLEAR ABOUT WHAT YOU BELIEVE



THE SCHOOL PARENTS REMEMBER

What stays after the visit?

Parents may visit several schools in a week.

- A teacher who noticed their child.
- A student who spoke with confidence
- A principal who shared the school's belief.
- A campus that felt different.

CHOOSABILITY IS BUILT IN THE DETAILS

Consistency makes the difference.

Curiosity?

Can parents see it?

Individual attention?

Can they experience it?

Holistic development?

Can they feel it?



THE REAL TEST

Ask a parent after the visit:

"What will you remember about our school?"

"There's something different about how this school approaches children."

That's a memorable experience.

A CHOOSABLE SCHOOL LEAVES A DISTINCTIVE IMPRESSION.

Clearer. Authentic. Memorable.

YOUR SCHOOL HAS A STORY.

DOES YOUR AUDIENCE KNOW IT?

FROM INFORMATION TO IDENTITY

Parents may visit several schools in a week.



A FACILITY
The experience
it creates.



A CURRICULUM
How children
learn and grow.



AN ACHIEVEMENT
The culture behind it.



A TRADITION
What the school
continues to value.

Parents aren't looking for more information.
They're looking for the school behind it.

Every school has stories worth telling.

Parents may visit several
schools in a week.



**A teacher who shaped
generations.**



**A student who
discovered a passion.**



**A classroom where an
idea became a project.**



**A tradition that
continues to matter.**



**A philosophy behind
every decision.**

The story exists. The question is:
are you communicating it?



THE QUESTION FOR SCHOOL LEADERS

If we removed your logo, campus
photos and list of facilities

WHAT STORY WOULD STILL TELL A PARENT

THIS IS YOUR SCHOOL?

That story is your identity. Clear.
Consistent. Genuinely lived.

THE SCHOOL DOESN'T END AT 3 PM.

The real question is:

WHAT ARE THESE EXPERIENCES ACTUALLY BUILDING?

Sports - discipline, resilience, teamwork

Arts - expression, imagination, confidence

Leadership - responsibility, decision-making

Projects - curiosity, problem-solving

The growth is the real story.

This connects closely with the **Sri Kumaran** interview, where the school's philosophy goes beyond academics into culture, sports, leadership, and sustainability.



What happens after the bell rings may be what parents remember most.

- A school's story is not written only in classrooms.
- It is written in the small moments that happen between lessons.
- It is in the way students talk to each other in the corridor.
- The courage a child finds to speak on stage.
- The discipline that was learned on the sports field.
- The curiosity that comes alive during a project.

These are the moments that turn "school experience" into "school identity".

Academic results tell parents what a child has achieved.

The experiences around those results tell them who the child is becoming. That is why schools that talk about holistic development need to look beyond the list of activities. It is not enough to say:

 **Sports**  **Music**  **Theatre**
 **Clubs**  **Competitions**

THE QUESTION SCHOOL LEADERS SHOULD ASK

Not:

"How many activities do we offer?"

But:

"What kind of person are these experiences helping us shape?"

BECAUSE A CHOOSABLE SCHOOL DOESN'T JUST PROMISE A BETTER REPORT CARD. IT SHOWS PARENTS A BETTER FUTURE FOR THEIR CHILD.



A SCHOOL IS MORE THAN A CAMPUS.



The real stories are already happening inside it.

A school doesn't need to manufacture stories.

They're already happening in classrooms, on fields, **in labs**, and **in the everyday moments** that bring campus life alive.

For Mediagarh, a school shoot isn't simply about capturing what the campus looks like.

FROM SCHOOL LIFE TO SCHOOL STORIES



OBSERVE

Find the moments that naturally represent the school.



CAPTURE

Document real students, real experiences and real energy.



CREATE

Turn those moments into purposeful visual content.



AMPLIFY

Take the story beyond the campus through social media, reels and digital campaigns.

The objective isn't to make the school look impressive.

It's to make the experience visible.

Because a campus photograph can show parents **where their child could study.**

But a well-told visual story can help them understand **what their child could experience there.**

It's about discovering what the school feels like.

- A student experimenting with technology.
- A swimmer preparing for the next dive.
- Students working together around a table.
- A teacher guiding a learner.
- A creative project taking shape.
- A moment of concentration.
- A moment of confidence.

DON'T JUST SHOW THE SCHOOL.

SHOW WHAT HAPPENS THERE.

Client Feature: Pavna School × Mediagarh

WHEN INFORMATION IS EVERYWHERE, WHAT SHOULD SCHOOLS REALLY TEACH?



BEYOND FINDING ANSWERS



Information

Students can access more knowledge than ever before.



Understanding

They need teachers who help them connect ideas and make sense of what they learn.



Creation

They need chances to turn knowledge into ideas, projects, and solutions.



Judgement

They need to ask:

- Is this true?
- Can I trust it?
- Is there another point of view?



Adaptability

Most importantly, they need to keep learning when the world keeps changing.



A machine can give an answer. But a teacher can ask:

“Why do you think that?”

“What makes you sure?”

“What else could be possible?”

The Sri Kumaran leadership conversation reflects this shift.

When children already have access to so much information, the role of a teacher is not simply to deliver it—it is to help children use it well.

**THE SCHOOL OF TOMORROW WILL NOT JUST
TEACH CHILDREN HOW TO FIND ANSWERS.**



CASE STUDY - BHARTIYAM INTERNATIONAL SCHOOL

WHEN “BEYOND ORDINARY” NEEDS TO BE SEEN.

THE PROBLEM WAS MAKING THE DIFFERENCE VISIBLE.

Bhartiyam’s open-air classrooms, life-size chess zone, sports facilities, laboratories and creative spaces offered a distinctive experience. But those strengths were not being translated strongly enough for parents researching the school online.

At the same time, Ikebana — the Cambridge Early Years programme — needed its own specialised story to communicate its approach to early learning.

And while previous digital efforts could generate enquiry volume, the bigger opportunity was to attract parents who were more closely aligned with Bhartiyam’s proposition.



THE CHALLENGE

HOW DO YOU TURN A SCHOOL’S REAL DIFFERENCE INTO A DIGITAL STORY THAT PARENTS CAN SEE, UNDERSTAND AND BELIEVE?

That meant solving more than a visibility problem.

It meant answering three questions:

- Can parents discover the school?
- Can they understand what makes it different?
- Can they experience that difference before visiting?

700+

HIGH-INTENT INQUIRIES IN ONE ADMISSION CYCLE

A measurable shift — but first, there was a communication challenge.

Bhartiyam International School already had several strengths: a distinctive campus, a student-first philosophy, international learning and a clear vision built around “Beyond Ordinary.”

But in a competitive K–12 market, having strong offerings does not automatically mean parents understand what makes a school different.

Everywhere, schools talk about excellence. They promise holistic development. They highlight modern infrastructure and future-ready education.

THE PROBLEM WASN’T A LACK OF QUALITY.

THE SHIFT

Instead of simply promoting admissions, the strategy focused on making Bhartiyam’s existing strengths visible across the entire parent journey.



FROM “BEYOND ORDINARY” TO MEASURABLE IMPACT.

HOW THE STORY BECAME A DIGITAL ADMISSION JOURNEY



The strategy started with what Bhartiyam already had — a distinctive school, a strong learning environment and a clear “Beyond Ordinary” proposition.

REPOSITION THE STORY

We built communication around “**Beyond Ordinary**”, focusing on holistic growth, international standards, personality development and a student-first environment.

GIVE IKEBANA ITS OWN STORY

A dedicated “**Learning Through Play**” campaign helped parents understand the Cambridge Early Years approach.

MAKE THE CAMPUS PART OF THE STORY

High-production reels and walkthroughs showcased the sports complex, labs, creative spaces and learning environment before parents visited.

REACH THE RIGHT PARENTS

Hyper-local and interest-based Meta + Google campaigns focused on parents aligned with Bhartiyam’s offerings including boarding and international pedagogy.



THE RESULTS

700+

HIGH-INTENT INQUIRIES
In one admission cycle

90%

ENROLLMENT
CAPACITY REACHED

82%

INCREASE IN VIDEO
ENGAGEMENT

110%

INCREASE IN
ONLINE REACH

12X

ROAS ON
ADMISSION ADS

40%

INCREASE IN LEAD-
TO-CAMPUS-VISIT
CONVERSION

50%

REDUCTION IN
COST PER LEAD

RELEVANT
VISIBILITY

STRONGER
STORY

WHAT
CHANGED



BETTER
LEADS

ADMISSION
MOMENTUM

WE MADE BHARTIYAM’S DIFFERENCE EASIER TO **SEE, UNDERSTAND & CHOOSE.**

WHAT HAPPENS WHEN A SCHOOL **GROWS FROM 3 STUDENTS TO 8,000+?**

**Does it become bigger
or does it have to become
completely different?**

**Can an institution evolve
without losing what made it
special?**

In our latest conversation
with **Sri Kumaran Group of
Institutions**, we explore a
remarkable journey of
growth - and the bigger
questions that come with it.

From **3 students to 8,000+**,
the conversation moves
beyond numbers to explore
how education itself is
changing.



WHEN AI CAN ANSWER ALMOST ANYTHING...
**WHAT SHOULD A TEACHER DO
THAT AI CAN'T?**

WHEN TECHNOLOGY PROMISES TO CHANGE EDUCATION...
WHAT IS ACTUALLY WORTH ADOPTING?
WHEN THE FUTURE IS IMPOSSIBLE TO PREDICT...



**WATCH THE FULL
CONVERSATION**

Scan the QR code /
Watch on YouTube



BEFORE YOU SPEND ON YOUR NEXT ADMISSION CAMPAIGN...

3 THINGS TO CHECK FIRST.



01 CAN PARENTS SEE YOUR DIFFERENCE?

Not on your "About Us" page.

Not hidden inside a brochure.

In the first few seconds of discovering your school.

YES - Your positioning is working.

NO - You may be spending money making an unclear message louder.



02 DOES YOUR CONTENT PROVE WHAT YOU CLAIM?

- You say student-first.
- You say holistic.
- You say future-ready.

But can a parent actually see those things happening?

Through your videos.

- Your website.
- Your social media.
- Your campaigns.

If the answer is NO, you don't have a content problem. You have a communication gap.



03 WHAT HAPPENS AFTER A PARENT SHOWS INTEREST?

A form is filled.

Then what?

- How quickly do they hear back?
- What do they receive?
- What information moves them towards a campus visit?
- Where do interested parents drop off?

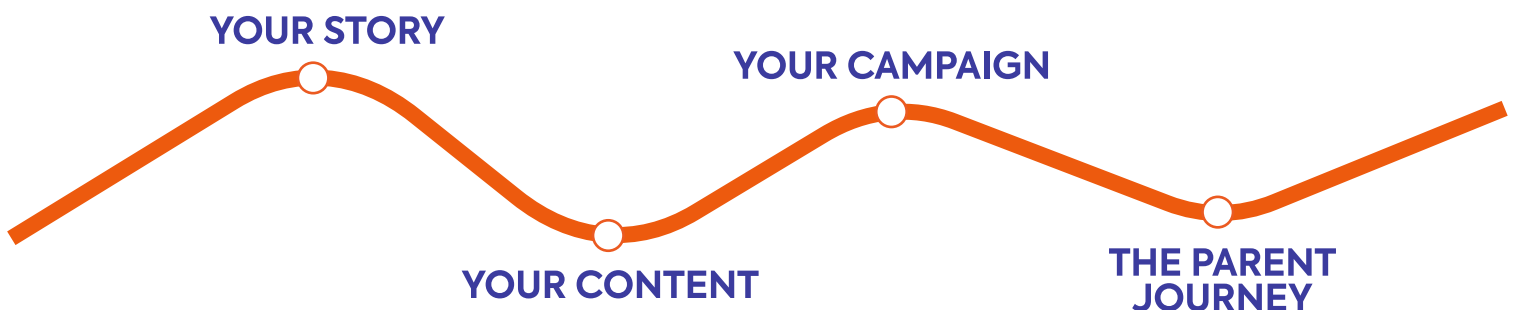
Because generating a lead is only the beginning.

The real question is whether your marketing knows how to move interest forward.

YOUR MARKETING NEEDS TO WORK TOGETHER.

**YOU MAY NOT NEED
MORE MARKETING**

**YOU MAY NEED MARKETING
THAT WORKS TOGETHER.**



WHEN THEY CONNECT, MOMENTUM FOLLOWS.

IS YOUR SCHOOL READY TO BE CHOSEN?

CHECK YOURSELF.

ARE YOU VISIBLE?

Website, search, social & ads.

ARE YOU MEMORABLE?

A story parents remember.

ARE YOU TRUSTED?

Consistency everywhere.

ARE YOU CONVERTING?

Enquiry → Visit → Admission.

MAKE YOUR MARKETING WORK TOGETHER

Story → Visibility → Trust → Admissions

THAT'S WHERE MEDIAGARH COMES IN.

150+ | 80,000+ | 10+ Years

EDUCATION BRANDS

ADMISSIONS INFLUENCED

DEDICATED TO EDUCATION GROWTH

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