



brands  
made by  
design

We create compelling  
brands that stand out  
and attract long-term,  
loyal customers.

## **Prince Alfred College** *New website engages the school community.*

### Background

Prince Alfred College, one of Australia's premier boys schools, had an out-of-date and difficult to update website. This was reducing the effectiveness of school community communication and marketing strategies.

### Action

**bmd** have designed and produced a website that meets the dual objectives of communication and marketing. A new, easy to use content management solution was implemented, spreading the task of updates across the various school areas and staff members.

### Result

**bmd** created an engaging website that reflects the schools personality and brand. With daily updates, it's now the key communication resource for students, their families, staff, the wider school community—and a vital element in the school's marketing strategy.

[www.pac.edu.au](http://www.pac.edu.au)

