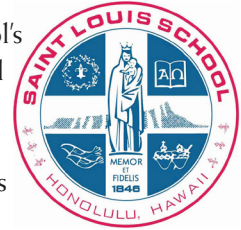


Re-Positioning Saint Louis School

The Limtiaco Company (TLC) was hired as Saint Louis School's public relations and communications firm during a crucial period of transition and reorganization for the school. We immediately conducted an internal communications audit to facilitate and streamline communication among the school's faculty, staff, stakeholders and alumni.



Determined to address the wide spread public perception of Saint Louis as a school for sports enthusiasts only (which affected alumni, potential donors and enrollment), TLC worked in tandem with an advertising agency and created "The Saint Louis Man" campaign featuring distinguished graduates. This campaign was essential in changing perceptions in the public eye and key groups of stakeholders.

Our firm also secured significant media coverage that highlighted the school's key messages and its unique academic programs. In addition to communications and public relations, we provided advisement on new opportunities for special events and fundraising.

During the eighteen-month contract, TLC secured over 100 media placements including television feature stories and two front page stories – with an estimated value of over \$145,000. Most significantly, our efforts contributed to an overall enrollment increase and a 140% increase in foundation giving through the annual appeal.