



## NEWS RELEASE

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# The Communications Group Launches Branding Campaign for School System

*Arkansas Baptist School System hires firm to help increase school system enrollment and build identity for future fundraising campaigns*

**October 29, 2008; Little Rock, Ark. – The Communications Group**, a Little Rock marketing, advertising and public relations firm, has been retained by the **Arkansas Baptist School System (ABSS)** to build a comprehensive multi-media branding campaign. The campaign, entitled “*Minds and Hearts,*” was launched last month and is now in full swing and reflects the school system’s strong commitment to a personalized, caring, Christian-centered education.

The Communications Group held a half-day marketing planning session with school system leadership and came away with a strong feeling for the faculty’s compassion and sense of mission. Out of that session came the campaign’s new themeline, “*Trust us with their minds. We’ll give them our hearts.*” Dan Cowling, president of The Communications Group, said the new campaign includes advertising, marketing, public relations and paid media and will run for the remainder of the school year.

Arkansas Baptist School System is one of central Arkansas’ largest private school systems with two campuses and classes from pre-K up to 12<sup>th</sup> grade. District superintendent, Arthur Bennett said, “Reaching out to the community and making sure parents understand all that the school system has to offer is extremely important to us, so we hired The Communications Group to guide us through the marketing process.” The goal of the branding campaign is to help increase enrollment and establish brand identity for the school system for future fundraising efforts. A sample ad from the new campaign can be viewed at the school system’s Web site at [www.arkansasbaptistschoolsystem.com](http://www.arkansasbaptistschoolsystem.com) on Arthur Bennett’s Blog.

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