

On a sunny afternoon in early 2004, Dr. Sarda and the Goenkas approached SAMSIKA® with a dream to build an international school brand in Mumbai, India. SAMSIKA® devised the following strategy and launched École Mondiale World School on 19th July, 2004.



École Mondiale
World School

PYP
MYP
IBDP

Brand Naamkaran®

SAMSIKA® recommended the brand name 'École Mondiale'. It is a French name that means World School.

Brand Positioning

SAMSIKA® recommended the brand positioning statement 'Develop. Nurture. Grow' for École Mondiale.

DEVELOP • NURTURE • GROW

Product Portfolio

Initially, the client wanted to launch only the IB Diploma Programme (IBDP). SAMSIKA® recommended launching all three programmes - PYP (Primary Year Programme), MYP (Middle Year Programme) and IBDP, simultaneously, making it a Total IB Authorised School.

Segmentation Strategy

SAMSIKA® recommended targeting the segment of parents and children who aspired to a world-class education but wished to receive it in their home city, Mumbai. It is now ranked the 2nd best school in India.



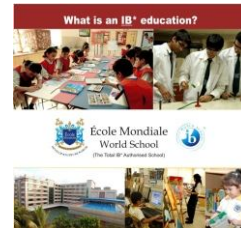
3X

Pricing Strategy

Initially, the client proposed a competitive price in the range of other similar schools. SAMSIKA® felt that École should offer high value at a commensurate premium price rather than moderate value at a competitive price. SAMSIKA® recommended 3 times the competitors' price.

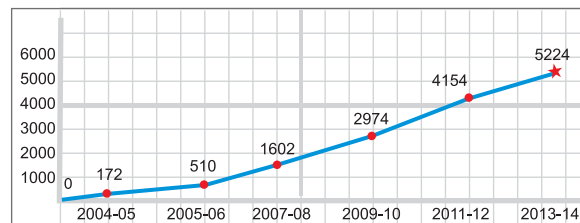
Communication Strategy

Since the process of IB Education was virtually unknown to most parents and children in Mumbai, SAMSIKA® devised a strategy to communicate the concept of an IB School first and then introduce École Mondiale and its facilities. SAMSIKA® recommended communication tactics like television advertising on prime channels, radio, buses, inflight, in print and through personal interaction, previously unheard of for a school in India. The 10th anniversary celebrations took place in December 2013



Mr. Kapoor of SAMSIKA® has a great vision for École Mondiale. The biggest contribution is the premium positioning of the brand in a category like a school. People in Mumbai had a real need to get world class education. École Mondiale has grown every year, in numbers, in results and in reputation.

-Dr. Pradeep Sarda, Chairman, École Mondiale



Commutative strength of students at École Mondiale

SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA®, École Mondiale has earned ₹ 193



For a list of other great brands built by SAMSIKA® turn the page →