

# ENHANCING EMAIL BRANDING AND COMMUNICATION AT THORNGROVE SCHOOL WITH EXCLAIMER



## THE CHALLENGE

Thorngrove School faced challenges in email branding and communication due to inconsistent signatures and manual management across multiple devices.



## THE SOLUTION

AP&C introduced Exclaimer, an email signature management platform. Collaborating with Thorngrove's, we created visually appealing and impactful email signature designs, aligning with the school's brand guidelines.



## THE RESULTS

- **CONSISTENT BRANDING AND MAXIMISING MARKETING:** Exclaimer with AP&C's designs, enabled Thorngrove School to achieve a uniform and professional signature format, enhancing the school's brand identity and maximising marketing opportunities through visually appealing and impactful email signatures.
- **TIME SAVINGS:** Automated signature management reduced effort and allowed IT staff to focus on strategic tasks.
- **COMPLIANCE:** Exclaimer ensured legal compliance through centralised control and disclaimers.
- **ENHANCED COMMUNICATION:** Informative signatures improved engagement with stakeholders.
- **POSITIVE FEEDBACK:** Staff praised the professionalism, ease of use, and time saved.

## CONCLUSION

Thorngrove School successfully transformed email communication with Exclaimer and AP&C's design team. They achieved consistent branding, saved time, enhanced communication, and maximised marketing impact through visually appealing and impactful email signature designs.