

It's all about the vibe

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Quantock

#AMCIS2026

Your catalyst to success!



IT'S ALL ABOUT THE VIBE

How schools can stay distinctive
in a world of shifting taste, tone
and trends.



QUANTOCK.COM



WE KNOW IT'S A TOUGH WORLD FOR MARKETEERS RIGHT NOW





HOLD UP

WHAT EVEN IS A VIBE?

VIBE DEFINITION

In this context, **a vibe is the emotional impression** people form before they consciously evaluate a brand.

It's the tone, energy and alignment people pick up instinctively, often within seconds. It's the cumulative effect of how something looks, sounds, behaves and feels in the real world.



**PEOPLE DON'T
CHOOSE A SCHOOL.
THEY CHOOSE A FEELING.**

FEELING

Visual Equity

Tone and Language

Customer Experience

Environment

WHY DO SOME DESIGNS AND TRENDS BECOME ICONIC?



MOVE MINDS. SHIFT PERCEPTION



AND SOME TRENDS...DIE



RIP Skinny Jeans

MOVE MINDS. SHIFT PERCEPTION



ZEITGEIST



ZEITGEIST DEFINITION

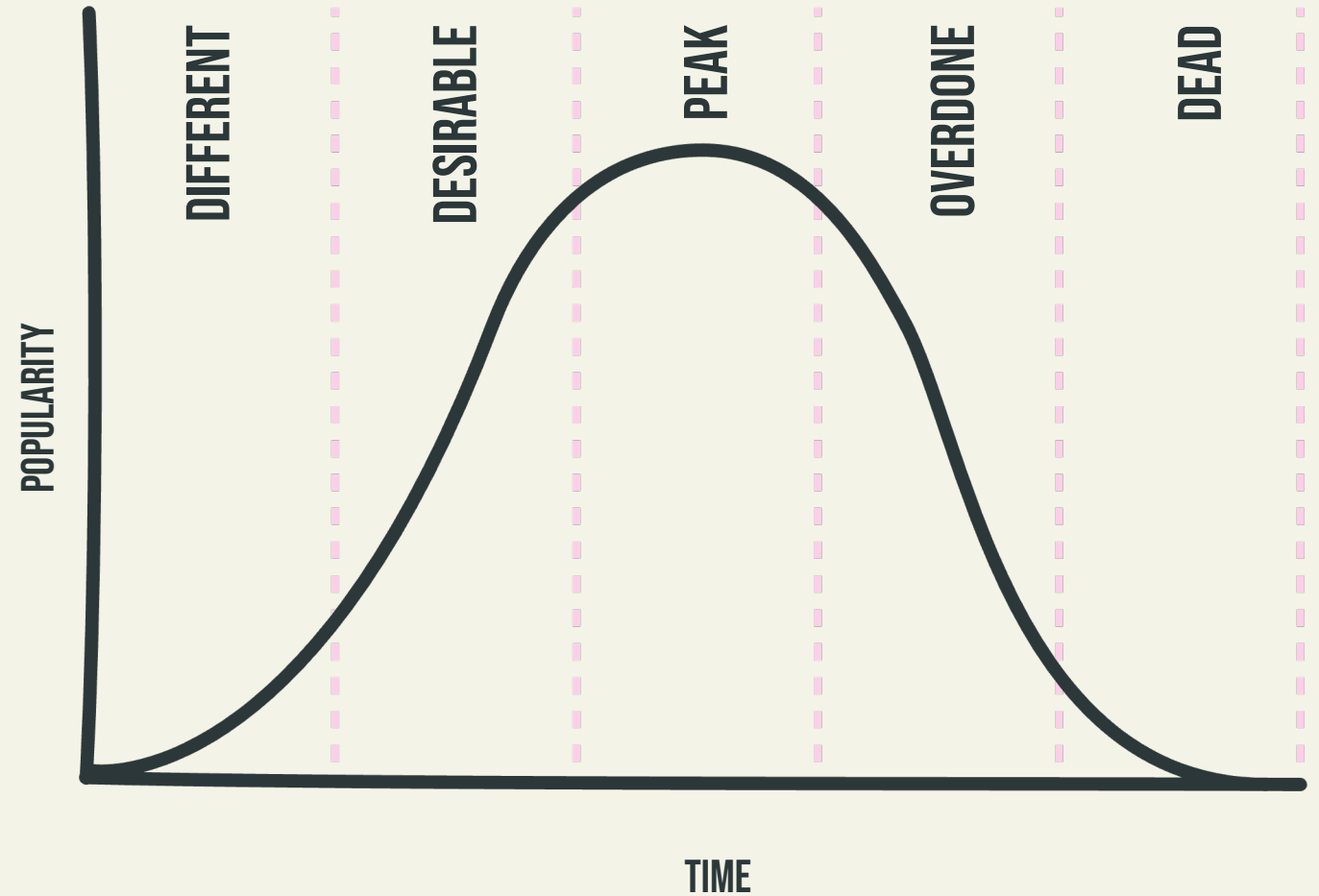
Zeitgeist is the ‘spirit of the age’.

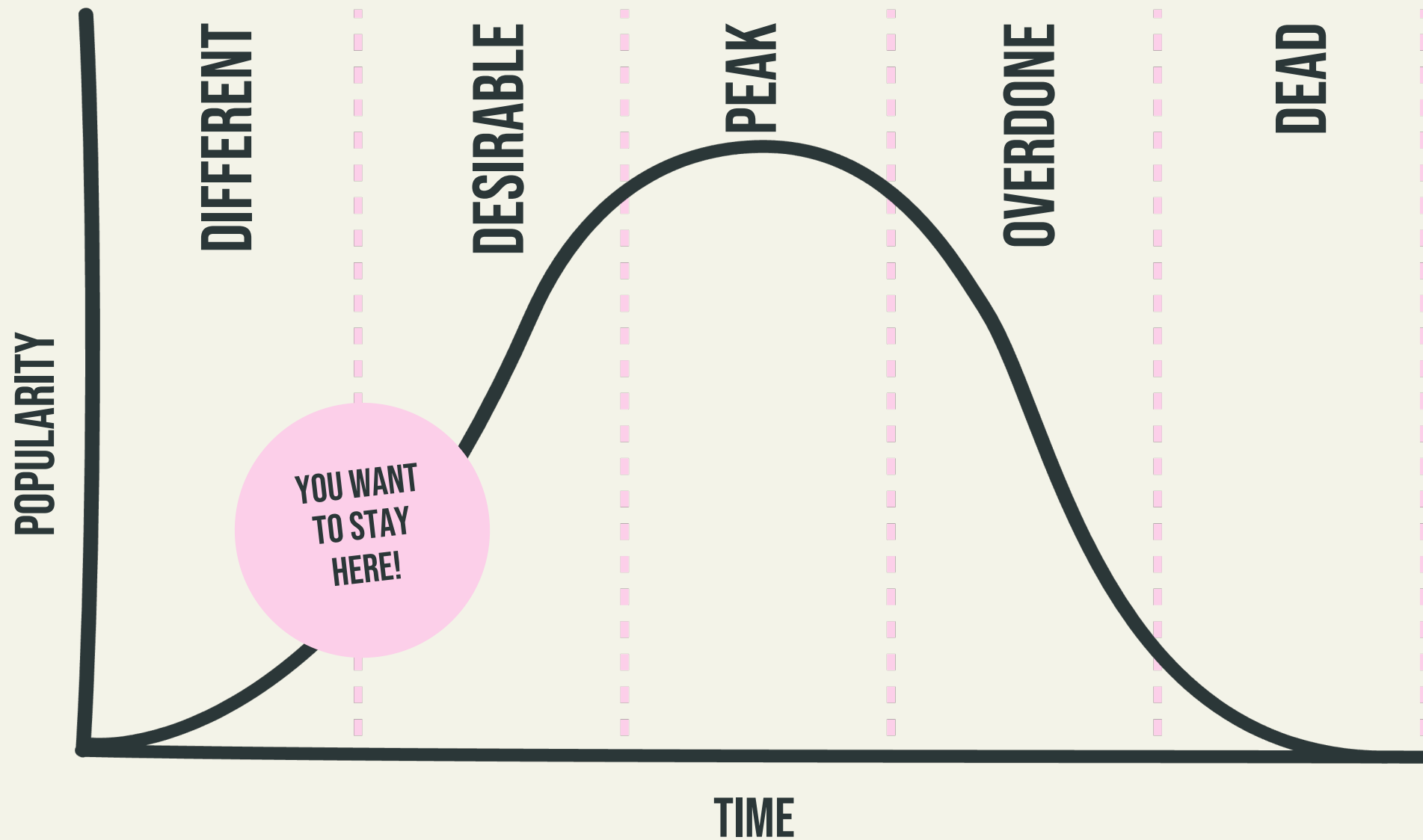
It is a way of referring to the intellectual, cultural, ethical and political climate of a specific historical period. This prevailing mood shapes beliefs, behaviours, and trends, reflecting the collective mindset of an era.

THE SATURATION CURVE

If you don't move,
you get moved past.

All trends go through the cycle,
going from fresh and distinctive
to overused and invisible.









EXERCISE #1

WHAT ARE YOU **GIVING?**

Where does your school's branding sit on the Saturation Curve?



SUBMIT YOUR ANSWER ON SLIDO.COM

Enter Code: **4459 965**



Audience Q&A

① The Slido app must be installed on every computer you're presenting from

slido



Where does your school's branding sit on the Saturation Curve?

FROM VIBE TO DIFFERENTIATION

Don't follow trends, follow truth.



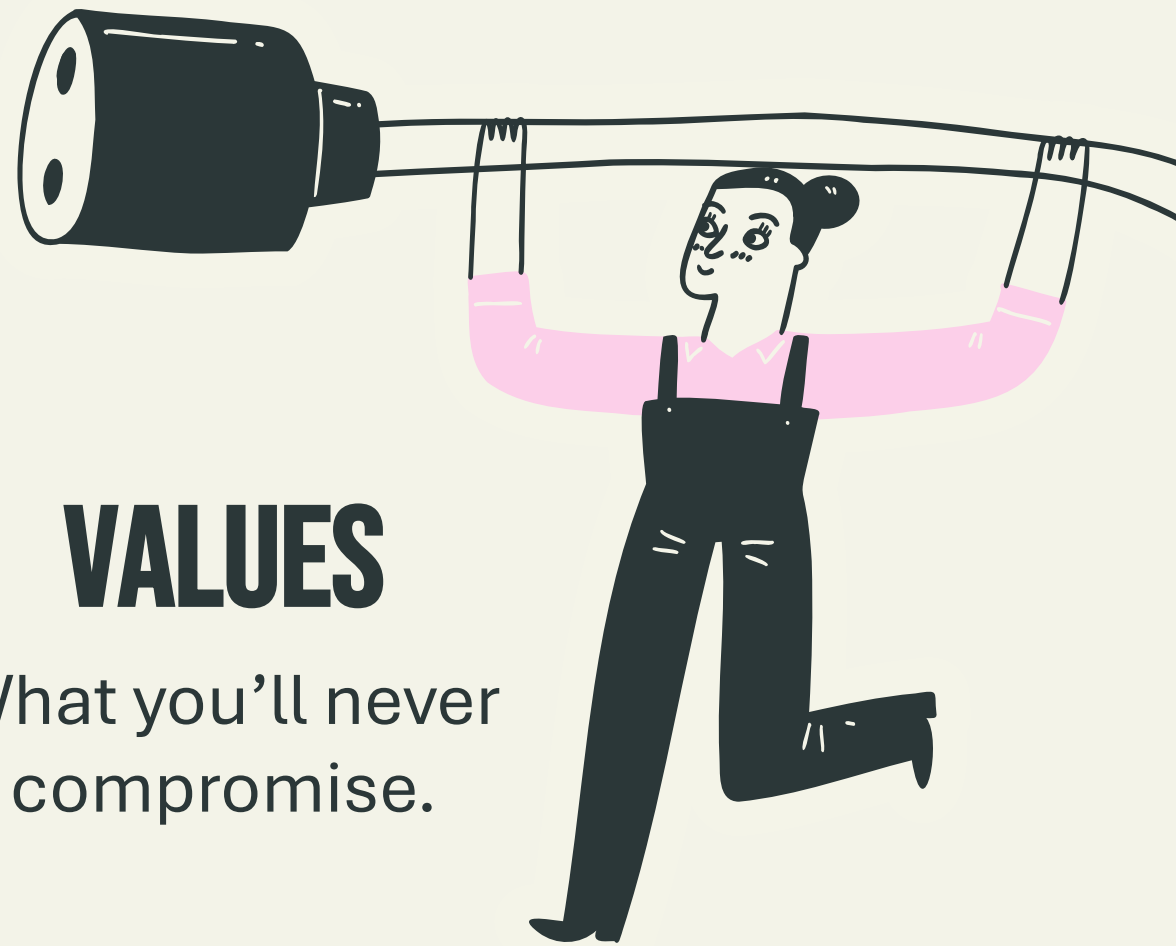
EMOTIONAL

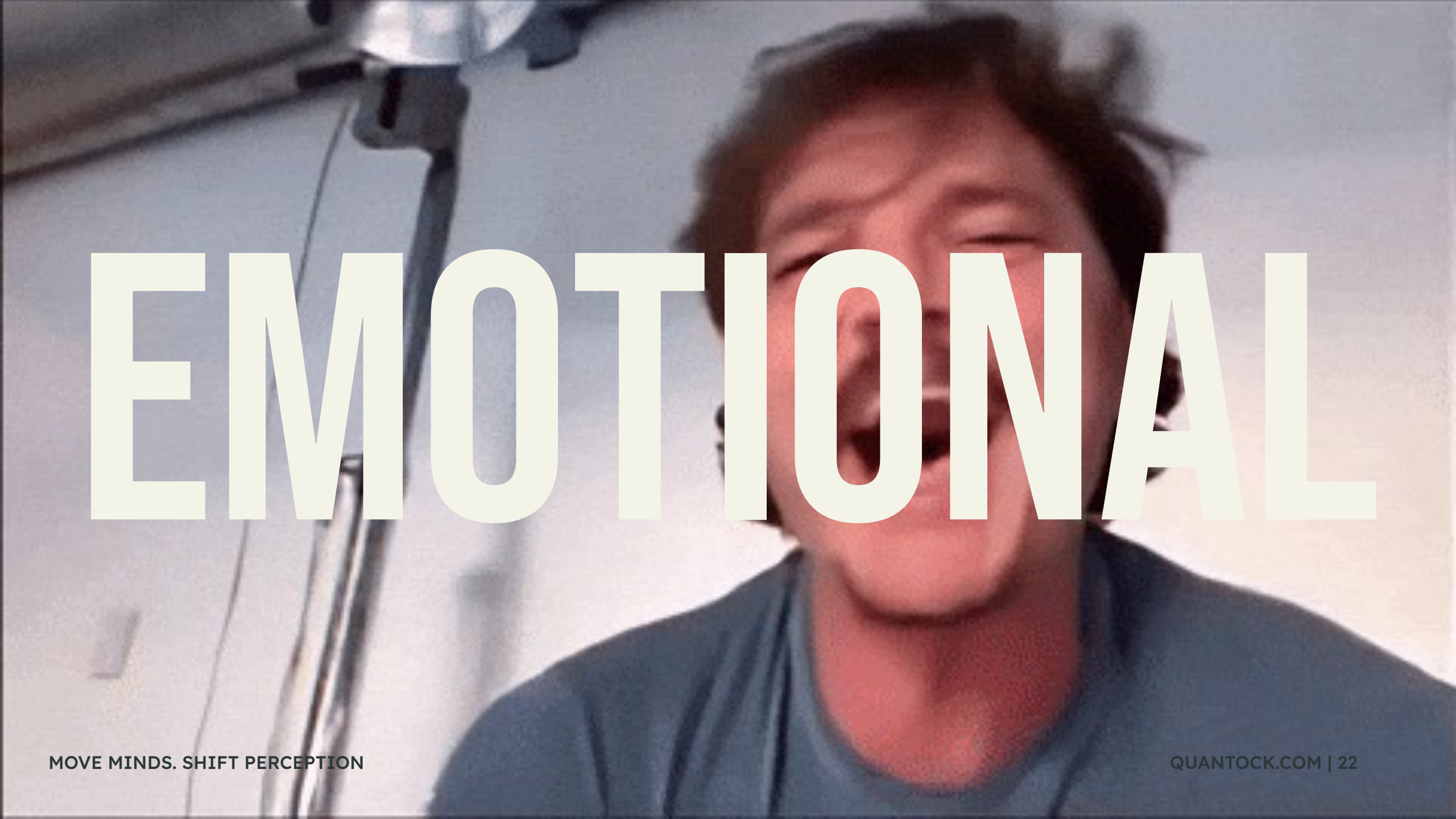
How it
should feel.

+

VALUES

What you'll never
compromise.



A close-up photograph of a person with dark, curly hair laughing heartily. Their mouth is wide open, and their eyes are squeezed shut. The background is slightly out of focus, showing what appears to be a white wall and some equipment. Overlaid on the center of the image is the word "EMOTIONAL" in a large, bold, white, sans-serif font.

EMOTIONAL

HOW DO THESE COLOURS MAKE YOU FEEL?

HOW DO THESE COLOURS MAKE YOU FEEL?





#SchittsCreek

VALUES

EXERCISE #2

IF GOVERNORS REMOVED ONE VALUE, WOULD YOU RESIGN?

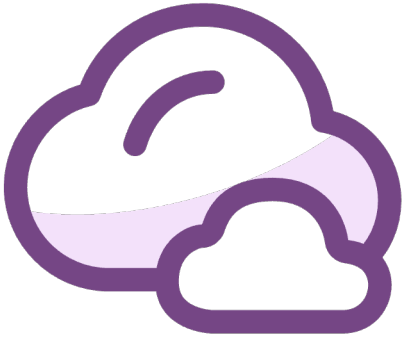
If so, which value would this be?





SUBMIT YOUR ANSWER ON SLIDO.COM

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**Which value, should it be removed,
would you resign for?**

WHAT REALLY SHAPES YOUR BRAND VIBE IS HOW THOSE VALUES SHOW UP IN THE WORLD

And why they exist in the first place

**MANY ORGANISATIONS AND
BRANDS KNOW WHAT THEY DO,
AND SOME KNOW HOW THEY DO IT.**



**VERY FEW BRANDS KNOW
WHY THEY DO WHAT THEY DO.**

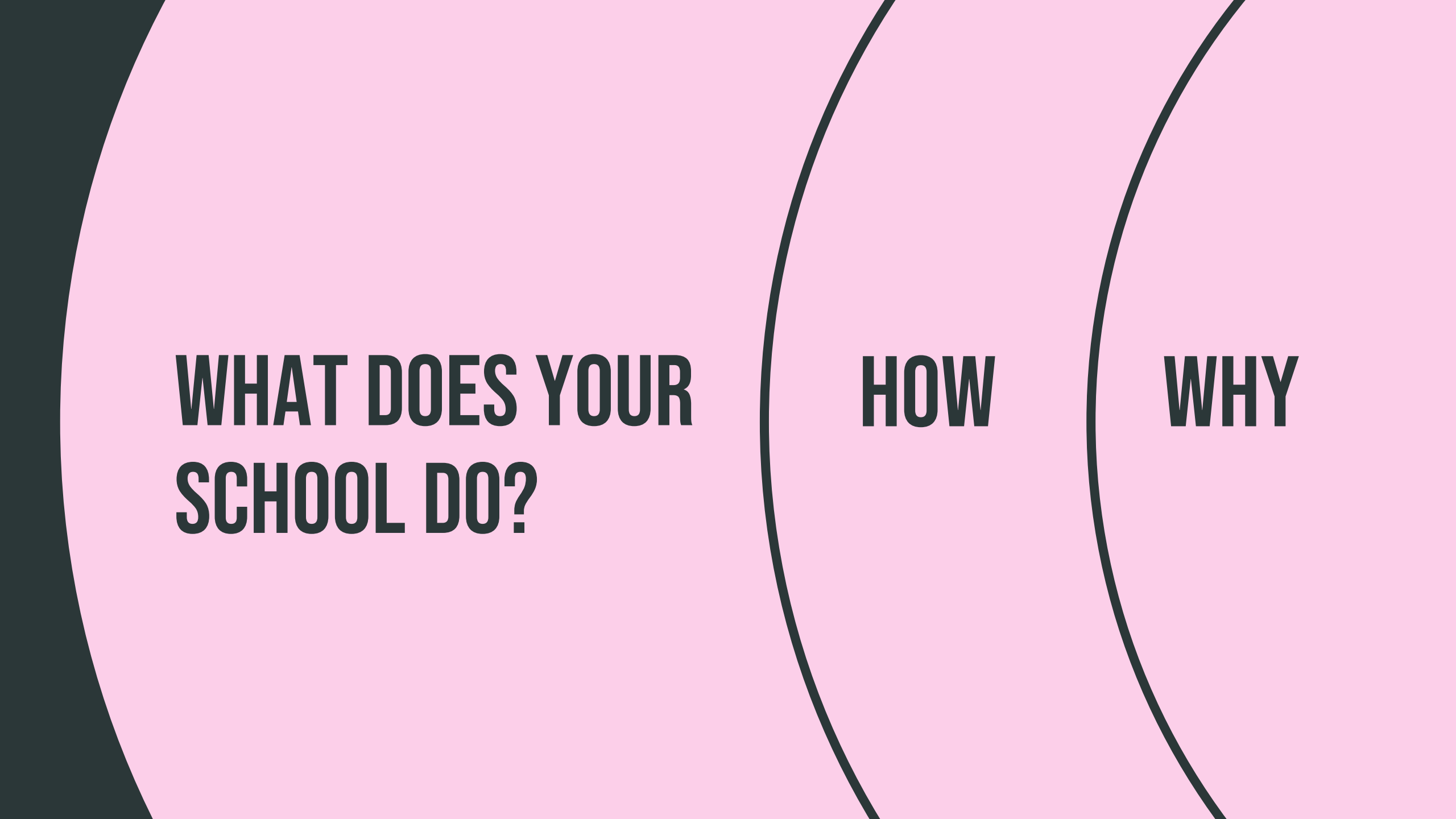
LET'S DEFINE YOUR SCHOOL'S TRUE BRAND PURPOSE



WHAT

HOW

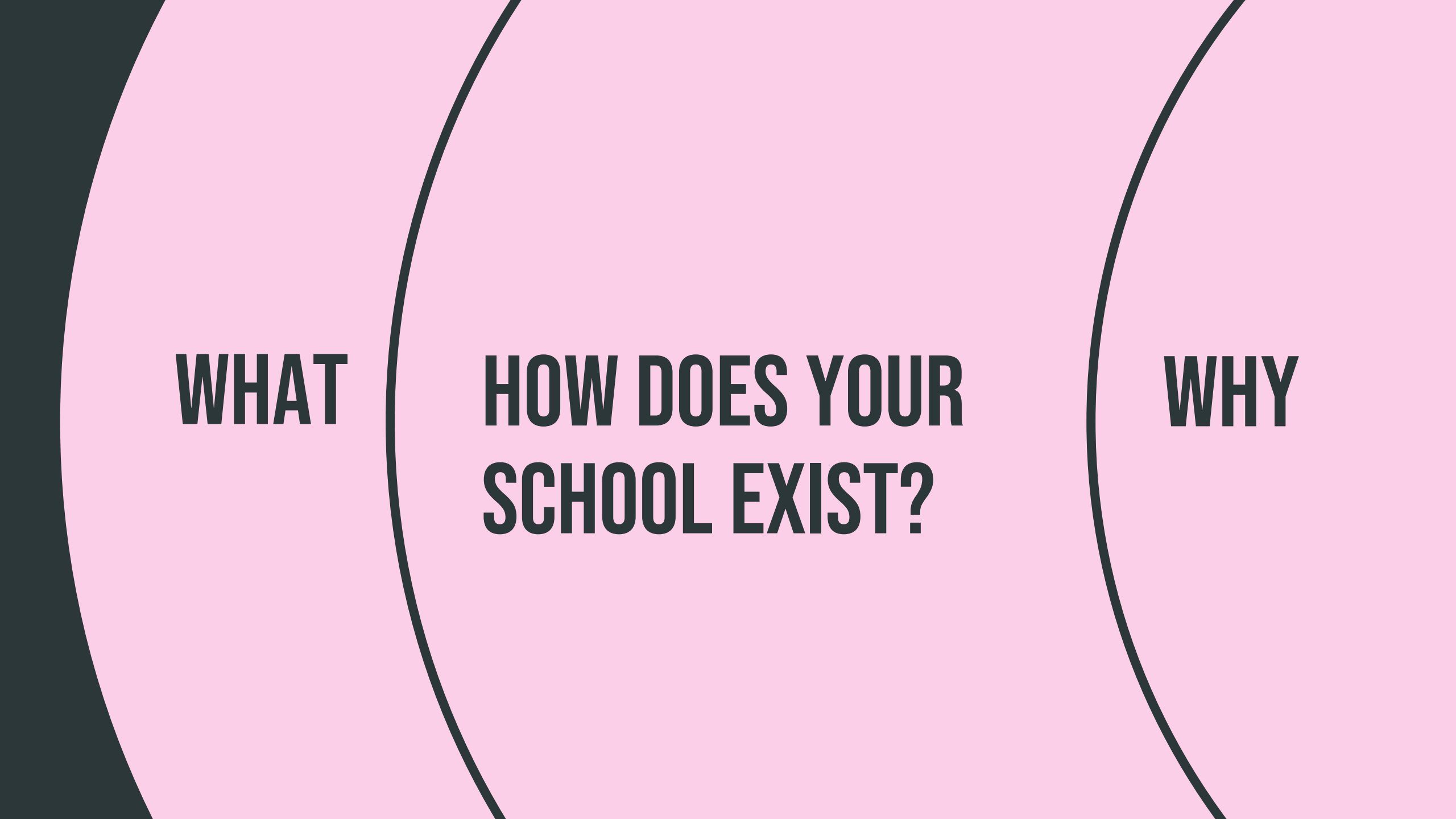
WHY



**WHAT DOES YOUR
SCHOOL DO?**

HOW

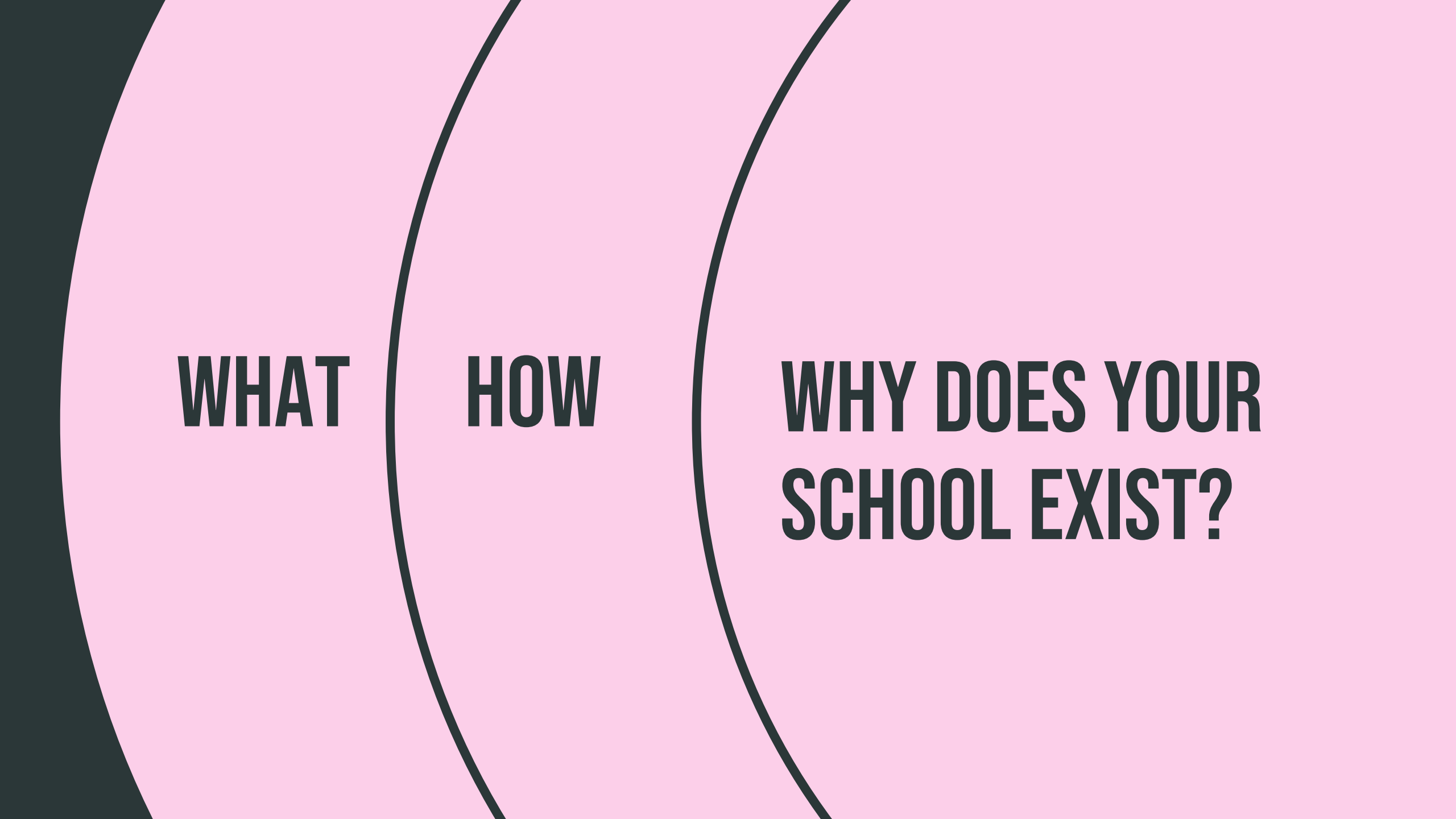
WHY



WHAT

**HOW DOES YOUR
SCHOOL EXIST?**

WHY



WHAT

HOW

**WHY DOES YOUR
SCHOOL EXIST?**



EXERCISE #3

WHO'S 'WHY' IS THIS?

To empower people through beautifully designed, easy-to-use technology.



SUBMIT YOUR ANSWER ON SLIDO.COM

Enter Code: 4459 965



Who's 'why' is this? "To empower people through beautifully designed, easy-to-use technology."

SUMMARY

A man with curly hair and glasses, wearing a dark jacket, is in the foreground of a laboratory. In the background, another person in a white lab coat is visible. A bright, circular light fixture is on the right, and various lab equipment is scattered around.

SUMMARY



How your brand feels really matters.

Clarity comes from knowing what you stand for.

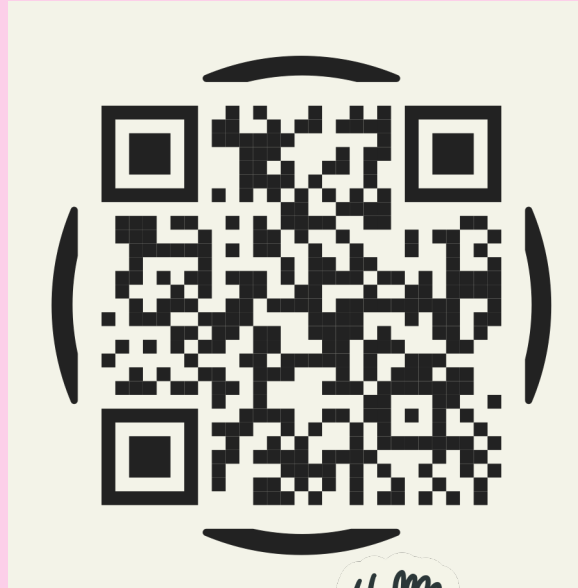
A clear ‘why’ helps people connect.

**VIBE = FEELING.
FEELING = BRAND.
BRAND = EVERYTHING.**



A young child with blonde hair is seated in a dark-colored car seat. The child is wearing a bright pink shirt and is secured by a black harness. The child's gaze is directed slightly to the right of the camera, and they have a subtle, curious smile. The background shows the interior of a vehicle, including the headrest of the seat behind them and a window to the left. The text "ANY QUESTIONS?" is superimposed in large, white, bold, sans-serif capital letters across the center of the image, partially covering the child's face and the car seat.

ANY QUESTIONS?



SUBMIT YOUR QUESTIONS ON SLIDO.COM

Enter Code: 4459 965





Audience Q&A



THANK YOU
FOR THE YAP

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Now it is time for.....

Coffee and conversations in the Exhibition Hall

Your next Breakout Sessions start at 11.30am

Your catalyst to success!