



The problem statement

Strathmore University has long been a symbol of academic excellence, leadership, and innovation in Kenya. Its reputation for nurturing bright minds and fostering a strong sense of community is unmatched. But there was a missed opportunity, an untapped space where its brand could shine.

Despite being a prestigious institution, Strathmore's school buses blended into the streets of Nairobi, unnoticed and unremarkable. They were merely functional, transporting students from one place to another without reflecting the excellence they carried inside. In a city filled with vibrant advertisements and bold branding, the buses failed to tell the powerful story of Strathmore.

Solutions offered

They saw beyond just transportation; they saw potential. With a strategic vision, they reimagined Strathmore's buses as more than just vehicles; they became moving ambassadors of the institution's values.

A bold transformation followed. The buses were wrapped in Strathmore's distinctive colors, adorned with its emblematic logo, and infused with inspiring messages that captured the school's spirit of innovation and excellence. Each design element was carefully chosen to reflect Strathmore's legacy while projecting a fresh, modern appeal.

The impact

The impact was immediate and profound. Suddenly, Strathmore wasn't just present on campus, it was on the move, reaching thousands daily. The buses became unmissable on Nairobi's streets, catching the eyes of students, parents, and the wider public. Their striking visuals turned heads, sparking conversations and reinforcing Strathmore's position as a leader in education.

Beyond visibility, the transformation deepened the institution's brand identity. Students felt a sense of pride seeing their school represented so boldly. Alumni reminisced about their days at Strathmore with renewed admiration. Even parents saw the redesigned buses as a testament to the institution's commitment to excellence and quality education.

What had once been an overlooked fleet of school buses was now a powerful marketing tool. Without spending extra on advertising, Strathmore's message traveled far and wide, making a statement with every turn of the wheel. In the end, BBR didn't just redesign Strathmore's buses; they reshaped how the institution engaged with the world. A simple yet strategic change proved that even the most everyday elements could become extraordinary when infused with purpose and vision.