

GLOBAL PUBLIC SCHOOL GROUP — KOCHI

Five Handles, One Growth Story

How Brewhaus Digital ran end-to-end social media for five Global Public School (GPS) Group brand handles in Kochi — GPS (CBSE), GPS International (Cambridge), GPS Brookes (IB World School), and Stepping Stones preschools in Kochi and Thiruvananthapuram — building distinct brand voices and a reel-led content engine across Instagram and Facebook.

7.28M	686.5K	56.7K	~2,000	5
TOTAL CONTENT VIEWS	ACCOUNTS REACHED	CONTENT INTERACTIONS	NEW FOLLOWERS	CLIENT HANDLES MANAGED

CLIENTS COVERED IN THIS CASE STUDY

Global Public School CBSE · Flagship Kochi	GPS International Cambridge Kochi	GPS Brookes IB World School Kochi
Stepping Stones Preschool Kochi	Stepping Stones Preschool Thiruvananthapuram	

OBJECTIVE

Global Public School is one of Kochi's most established education groups, spanning a CBSE flagship, a Cambridge international school, an IB World School, and Stepping Stones preschools across Kochi and Thiruvananthapuram. Brewhaus Digital was engaged to run end-to-end organic social media across these five brand handles on Instagram and Facebook, producing around 60 videos every month. Each school serves a different curriculum, age group and parent audience, so the objective was to build a distinct voice for every brand while keeping them unmistakably one group — converting everyday campus life into content that builds parent trust and admissions intent.

Grow Visibility Expand reach and views for every handle, and lift the flagship's audience share.	Deepen Engagement Drive shares, saves and comments — not just passive impressions.	Build Parent Trust Position each school through credible, curriculum-appropriate storytelling.	Support Admissions Turn profile visits and community growth into enquiry intent.
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CHALLENGE

■ One group, four education systems	■ Trust over vanity metrics
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CBSE, Cambridge, IB and preschool carry very different parent expectations — the system had to flex tone between academic rigour and preschool warmth without fragmenting the group's identity.

Parents don't convert on hype. Every post had to earn credibility with real students, achievements and campus moments, so reach became confidence in the school.

■ Always-on, across two cities

Five handles across Kochi and Thiruvananthapuram meant a constant, screenshot-ready flow of content — captured on-ground and published consistently through the year.

■ Two platforms, different behaviours

Instagram rewards reels and reach; Facebook drives video views to an older parent base. The plan had to make both work rather than simply cross-post.

STRATEGY & APPROACH

The strategy centred on one idea: turn authentic, everyday school life into a reel-led content engine, tuned brand-by-brand and platform-by-platform.

● Brand-Specific Systems

- A shared GPS visual identity, flexed per school by curriculum and audience
- Distinct tone per handle — academic for Cambridge/IB, nurturing for preschool
- Consistent milestone branding maintained across the group

● Content Pillars

- Campus life & student activities
- Events — annual days, MUN, sports, graduations
- Academic achievements & toppers
- Festive & seasonal moments; parent updates

● Platform & Cadence

- Reel-first on Instagram to maximise reach
- Video-led on Facebook for a wider parent base
- Event-first calendar built around the school year
- Consistent, always-on publishing rhythm

WHY REELS LED THE STRATEGY

Across every brand and both platforms, short-form video and event highlights consistently generated the highest reach and interaction. Rather than spread effort evenly, the plan deliberately over-indexed on reels and on-ground event coverage — the formats the data showed were doing the heavy lifting — while stills and carousels carried announcements, achievements and parent communication.

EXECUTION — WHAT WE DELIVERED

🕒 Organic Social Management

End-to-end Instagram & Facebook management across five handles — content planning, design, publishing and reporting, delivering around 60 videos every month.

💎 Campus & Event Coverage

On-ground coverage of graduations, MUN, annual days, sports meets, field trips and festivals — captured and edited into reels, carousels and stories.

🔥 Reel-Led Storytelling

A reel — first content mix engineered around the highest — performing formats, with seasonal creative for Christmas, Children's Day, Halloween and annual days.

💎 Achievements & Parent Comms

Topper features, alumni spotlights and milestone posts, plus parent-facing updates and dedicated client servicing across every branch.

NOTABLE CONTENT ACROSS THE GROUP

● CBSE School Topper — 99.8%	● Graduation Ceremony 2026	● Children's Day Flash Mob
● IIMUN Kochi 2026	● Oxford Big Read National Champion	● Classic Cup 2026
● Ubuntu Annual Day	● Stepping Stones Graduation Day	● Alumni Diaries

CONCLUSION

WHY REELS LED THE STRATEGY

Across all five handles, the reel-led, event-first approach turned everyday campus moments into 7.28M+ content views, 686.5K accounts reached, and steady community growth — building lasting parent trust and admissions intent for every school in the GPS group.