

MANAGEMENT OF SLOGANS AS STRATEGIC TOOLS FOR ENHANCING SCHOOL POPULARITY AND GROWTH THROUGH EFFECTIVE MESSAGING.

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Abstract: In today's rapidly evolving educational landscape, school administrators are increasingly embracing roles that extend beyond traditional leadership and curriculum planning. A major shift is occurring in how schools position themselves within a competitive market, with branding and strategic communication playing pivotal roles. One emerging trend in this dynamic is the integration of culturally resonant phrases and viral slogans into educational marketing strategies. The recent adoption of the term "Achalugo"—popularized through Omoni Oboli's film *Love in Every Word*—serves as a compelling example. Initially gaining attention for its aesthetic and cultural significance, "Achalugo" quickly transcended entertainment to become a widely embraced symbol of beauty, prestige, and excellence. Educational institutions have capitalized on this cultural moment by incorporating the term into their branding campaigns, often featuring slogans like "Achalugo: Enroll Your Child Today" and "Raise an Achalugo at Our School." This phenomenon highlights a significant shift in educational public relations practices, where branding is no longer limited to logos and mottos but is now responsive to real-time cultural trends. The integration of such terms reflects a deeper strategic move to resonate with parents and students on an emotional and cultural level, ultimately reinforcing the institution's image and values. This paper explores the implications of this branding evolution, examining how cultural relevance, viral marketing, and identity play vital roles in shaping modern educational management.

Keywords: Educational Branding, Viral Marketing, Achalugo, School Communication, Cultural Strategy

INTRODUCTION

In today's ever-competitive and dynamic world of education, school administrators and managers have more strategic responsibilities than just planning curriculum frameworks and overseeing teachers. They must guarantee that the institution's brands are properly positioned as strategically managed entities in the marketplace. For starters, maintaining enrolment levels while increasing institutional exposure and reputation has transformed educational management into a process that combines leadership, innovation, and communication all at once. One

of the several advancements in educational management is the specialized viral marketing slogan and culturally charged phrase to catch attention—which is designed to convey institutional ideals and strategic value propositions for potential students. While this adaption is new, it represents a significant shift in schools’ public relations attitude, which focuses on culture and branding.

The term "Achalugo" became prominent after it was featured in the movie “Love in Every Word” by Omoni Oboli. What started as a catchy phrase soon transformed into viral slang not only in Nigeria but across Africa and the diaspora. The word encapsulated beauty, elegance, honor, prestige, and other attributes sought after in the educational sector. Embracing this trend, many schools started using the slogan in their marketing campaigns. It was now common to encounter “Achalugo: Enroll Your Child Today” or “Raise an Achalugo at Our School” on banners and flyers and aimed at digital advertising. This adoption illustrates the shifts taking place in the branding strategies of educational institutions, where real-time cultural phenomena are being incorporated into formal branding.

The intentional implementation of viral content matches the evolving responsibility of educational managers who serve as strategic planners and public relations representatives. School management traditionally handled only internal tasks like budgeting and academic planning but human resource development now requires outward-orientated abilities to thrive. According to Shahnaz and Qadir (2021), educational institutions need administrators to build brands that integrate social consciousness with emotional appeal. Slogans fulfil this purpose by presenting culturally relevant ready-made phrases that both improve school attraction and develop a sense of spiritual connection between current families and potential new members.

Educational managers now must address population changes as well as media tendencies, particularly among parents from the digital generation who have cultural knowledge. Parents from the present day choose educational institutions that showcase both prestige and innovation coupled with emotional intelligence and social significance instead of traditional academic standards and discipline. School managers need to adapt their methods for delivering school values to society. Jin et al. (2021) state that emotionally effective slogans have better digital marketing potential because they match modern storytelling and visual-based advertising methods. Leaders of educational institutions demonstrate market intuition and student psychological comprehension by using slang in communication.

From the vantage point of management, the use of the viral slogans marks a movement towards adaptive leadership. As noted by Heifetz et al. (2020), adaptive leaders remain responsive to changes in external environments and are highly innovative at a team level within organizations. When principals elect to appropriate cultural expressions for their branding, they demonstrate a viral form of adaptive leadership. This is a kind of leadership that appreciates responsiveness instead of adhering to institutional customs. Such shifts may baffle conservative stakeholders but are often rationalized by concrete results like better metrics for enrolment, community involvement, and enhanced brand image.

Controlling school enrolment has become a growing concern for both public and private schools, especially at the points of high competition such as urban areas. Based on Magasi and Gordian’s research (2025), “brand value and cultural affinity” are becoming more important for parents when selecting schools for their children, thus creating a need for educational managers to focus on marketing strategies beyond academics. In this regard, Achalugo as a slogan is not simply a buzzword; it is a brand for stimulating enrolment and positioning a school within the community. Administrators do the right thing when they integrate institutional identity with culture, as this enables them to tell a convincing story that helps them stand out in a crowded marketplace.

Achalugo, for example, has been advertised on social media, on school fliers, in videos, and even in newsletters and emails. This type of versatile implementation is complex and sophisticated from the perspective of marketing communication, which is part of contemporary educational management. According to Pappas (2025), school managers are required to use digital marketing tools and phenomena as part of school leadership functions. These managers have to go beyond the traditional boundaries of marketing and take advantage of viral marketing systems where the expression is very well known.

The use of culturally loaded slogans is not merely a form of branding outwardly demonstrating a restructured philosophy towards culturally responsive leadership—it is much deeper than that. Administrators are increasingly accepting Indigenous expressions as features valid and powerful towards identity construction as African education undergoes decolonization (Okeke, 2022). Institutions of learning do not only use culturally and linguistically relevant slogans to set themselves apart but also foster and celebrate African identity which strengthens cultural identity and pride. This helps in shaping the emotional climate of learning and as Omole (2023) has shown, this is powerful in influencing student engagement, and family trust in the educational institution.

Slogan-based branding marks a broader transformation of what educational institution management means during the twenty-first century. The modern school leader must combine skills in image management with communication with stakeholders as well as marketing data analysis and cultural understanding capabilities. The expanding responsibilities demand educational managers become proactive instead of reactive and show expertise in trend spotting and change implementation. Isla Cristina High School demonstrates its ability to remain relevant by adopting Achalugo as its official slogan during its peak success period. The educational institution demonstrates its active engagement with community culture by adopting this message which shows it listens to its environment.

Educational institutions deliberately implement viral slogans as strategic managerial innovations to enhance their educational brand and marketing strategies. Modern educational management has assimilated elements from cultural responsiveness while combining strategic communication adaptive leadership and emotional branding practices. These tools will grow in importance for educational institutions because they help build their school identities while attracting their stakeholders despite enrollment and identity challenges and the need for digital engagement. This research examines branding methods applied within educational management to study the utilization of Achalugo slogans along with their effectiveness and their predictions for upcoming school leadership in both African and global territories.

LITERATURE REVIEW

The use of marketing principles in education has become a prominent subject in contemporary academic research about educational administration and management in recent years. Similar to companies, educational organizations need strategic marketing techniques to achieve market supremacy through higher student intakes. The educational success of branding depends entirely on slogans because schools need these branding tools to convey their core values and identity to potential students and their families and community members. Various studies show that purposeful slogan implementation enables educational organizations to construct community views and direct student enrolment patterns (Nguyen & Simkin, 2023; Taylor & Wang, 2021).

Evidence consistently shows that properly developed slogans effectively enhance school image and competitive market placement for educational institutions. Baryai & Lucas (2022) explain that well-designed slogans enable institutions to create significant emotional bonds with their target audience by expressing student aspirations

toward the community they wish to serve. The combination of targeted slogans helps establish enduring school-brand visibility among stakeholders along with building deep connections with the school community and outcomes in lasting relationships (Jones & Williams 2021).

School marketing campaigns use slogans as essential tools to improve brand memory retention among their target clientele. Slogans that summarise crucial points of a school's mission enable parents and students to directly recognize the school because they reflect a dedication to academic performance as well as inclusive classes and supportive community initiatives (Hill & Knowles, 2024). Sanchez & Phipps (2023) explain how maintained messaging across different communication networks both deepens brand-to-community bonds and makes the institution more recognizable. When schools develop their branding strategies through the lens of contemporary cultural movements their audiences tend to maintain the message that they first encounter for long-term retention. Because of control by digital media and the advancement of social networks, practices concerning the dissemination of educational slogans have deeply changed. The adoption of viral tagging types of marketing that capture social media trends or cultural phenomena is especially good for marketing school visibility and enhancing their digital profiles (Evans, 2022). Students encounter such slogans on various social media platforms daily, and these platforms expose these ideas to large populations who often resist traditional forms of advertising. The growing use of digital marketing by schools increases the value of slogans as quick, easy-to-remember, and culturally relevant phrases (Dunne, 2025).

Encompassing slogans help redefine the school's collective identity not only from the outside but also as all members of the organization. According to Sullivan & McDowell (2023), the language and messages used in marketing an institution influence quite a lot of its workplace culture and staff morale. Motivating slogans to school staff and students is likely to foster a sense of belonging to the School. Creating a slogan will enhance the repeated affirmations and practices that the school espouses toward the school values and integrate them with the core of the institutional culture through which the mission is woven in day-to-day endeavors (Jackson & Simons, 2024).

APPLICATIONS OF SLOGANS IN EDUCATIONAL MANAGEMENT

Educational establishments apply slogans as strategic tools to gain proper positions within educational markets. The implementation of slogans by educational administrators takes place through multiple methods during their school leadership process together with promotional functions. Educational organisations use slogans extensively to build their brands through various methods that establish connections with outside information and within their teams.

Brand Identity and Positioning:

Schools use short messages through slogans to communicate their most valuable mission and teaching structures along with distinguishing characteristics. The power of an effective school slogan enables entities to present mission goals because it immediately shows students and their guardians what schools stand for. The strength of a good slogan enables schools to separate themselves from educational market competitors because it allows them to appear unique and specialised in tailored student support so students searching for their perfect fit can easily identify a suitable institution. A strategic slogan, according to Nguyen & Simkin (2023), offers universities dual advantages, providing better market standing and stable brand awareness that students require for enrolment each year.

Marketing and Enrolment Campaigns:

The majority of academic organisations employ slogans to promote their education services through printed brochures and social media broadcasts on their websites. Scientists reveal the marketing power of slogans which create strong initial responses as effective marketing instruments. The existence of student marketing today relies heavily on social media platforms since these platforms need slogans as core digital communication tools. Educational organisations use social media platforms to reach more people because slogans remain crucial elements in their promotional activities. Schools require effective slogans to cut through the online surplus of competing educational institutions if they want to achieve both message comprehension and memory retention (Taylor & Wang, 2021).

Internal Culture and Morale:

Slogans have an external marketing purpose; however, they also have an internal function regarding school culture. School administrators use them to promote school pride and unite staff and students toward a staff mission. Slogans also motivate educators, which increases their commitment to the school, therefore adding to their sense of ownership and participation in the school community. As Jackson & Simons (2024) have noted, slogans act as reminders of what the school stands for and help build a strong school culture.

Community Engagement:

Lastly, slogans serve other purposes, such as extending community engagement and building partnership relations with outside stakeholders. A slogan that is catchy and memorable can bring greater recognition from members of the community and earn school support from local businesses, organisations, and governmental bodies. If a school's slogan supports the community's ethos, it calls for more active participation toward the school, and, thus, a long-standing relationship is established. In an era when there is a greater need for schools to depend on other institutions for aid and partnerships, the ability of a slogan is crucial (Baryai & Lucas, 2022).

BENEFITS OF USING SLOGANS IN EDUCATIONAL ADMINISTRATION

Through educational administration, slogans present multiple beneficial aspects that help schools develop their brand while drawing in pupils and establishing an impressive public image. The beneficial applications of carefully selected slogans become obvious in school administration.

The combination of a short memorable slogan with strong catchiness enables schools to become more easily remembered by their audience. Schools must fight to remain visible during their search for new students so memorable slogans function as essential tools to maintain educational institutions in top positions of student and parent awareness. A slogan that stands out such as “Where Excellence Meets Innovation” creates strong mental associations among students and parents who are selecting their educational institution.

Slogans have the power to make audiences feel emotional since this connection allows them to develop a deeper bond. An outstanding slogan weaves together the school's values with what members of its community actively pursue. The desire of students along with parents to join a futuristic educational setting can be motivated through an effective slogan such as “Igniting Curiosity, Inspiring Minds.” A school reaches deeper student-parent trust factors when it selects a slogan that generates an emotional connection.

The implementation of a slogan creates a single message that must be present across every school communication channel. Through its existence on school media channels including website content printed materials social media platforms and promotional content, the school maintains message clarity by adopting a single slogan. Maintaining credibility depends on having unified messaging because it creates one cohesive brand identity for prospective students and both students and parents.

The highly competitive educational sector requires distinctive slogans to define which school emerges ahead of its peers through competitive differentiation. A one-of-a-kind slogan named “Empowering Dreams, Shaping Futures” would showcase the school's special advantages thus enabling it to distinguish itself in an active market space.

CHALLENGES AND ETHICAL CONSIDERATIONS

The opportunities from slogans for schools are undeniable, but developing effective messages requires schools to handle both technical and ethical requirements with caution.

School slogans must maintain accuracy since they should convey the school's values together with its mission. Students will lose their trust if a slogan claims more than the school can realistically achieve. A school risks destroying its reputation and credibility when its "world-class education" slogan fails to produce such educational quality. A strong positive bond exists between all stakeholders through maintaining authentic communications, which includes both students and their parents together with school staff members.

Schools need to show sensitivity toward cultural differences because slogans might have the unintended effect of hurting particular groups of learners. The same promotional statement that succeeds in one social environment fails to generate impact elsewhere. Slogans created by educational institutions need to use language that accurately reflects all types of backgrounds experienced in society.

Rusca's formula shortens complex educational principles together with institutional beliefs into brief slogans that might overlook the fundamental nature of a school. A direct communication strategy through simplicity produces better clarity, but it potentially leaves essential characteristics of the school behind. The slogan “Learn Today, Lead Tomorrow” functions well as growth promotion but cannot display the school's complete range of educational elements, such as critical thinking and community programmes.

Many educational institutions utilise identical slogans as their promotional tools since urban school markets often become saturated with similar slogans. The excessive use of familiar expressions across schools creates challenges for educational facilities to differentiate from one another. The multitude of educational slogans in the market demands that institutions dedicate resources toward unique slogan development for increased visibility.

CASE STUDIES

Here are some notable examples of how slogans have been used successfully in different educational and business contexts:

1. Forham School – "Achalugo: Enroll Your Child in Fordham School": Forham School in Enugu recently adopted the trending slogan “Achalugo: Enroll Your Child in Fordham School,” a phrase that has gained popularity due to its viral presence on social media. According to the school’s manager, Mrs. Chinyelu Ezeani, many of the calls they received that day were not driven by traditional advertising or flyers but by the captivating nature of the slogan itself. Three mothers who called in expressed that the slogan helped them connect with the school, as it portrayed the institution as a vibrant, socially engaged environment. This case highlights how educational institutions can leverage social media trends to engage potential students and families. When used effectively, slogans can resonate with the audience's cultural values, making social media a powerful tool in educational management and marketing.

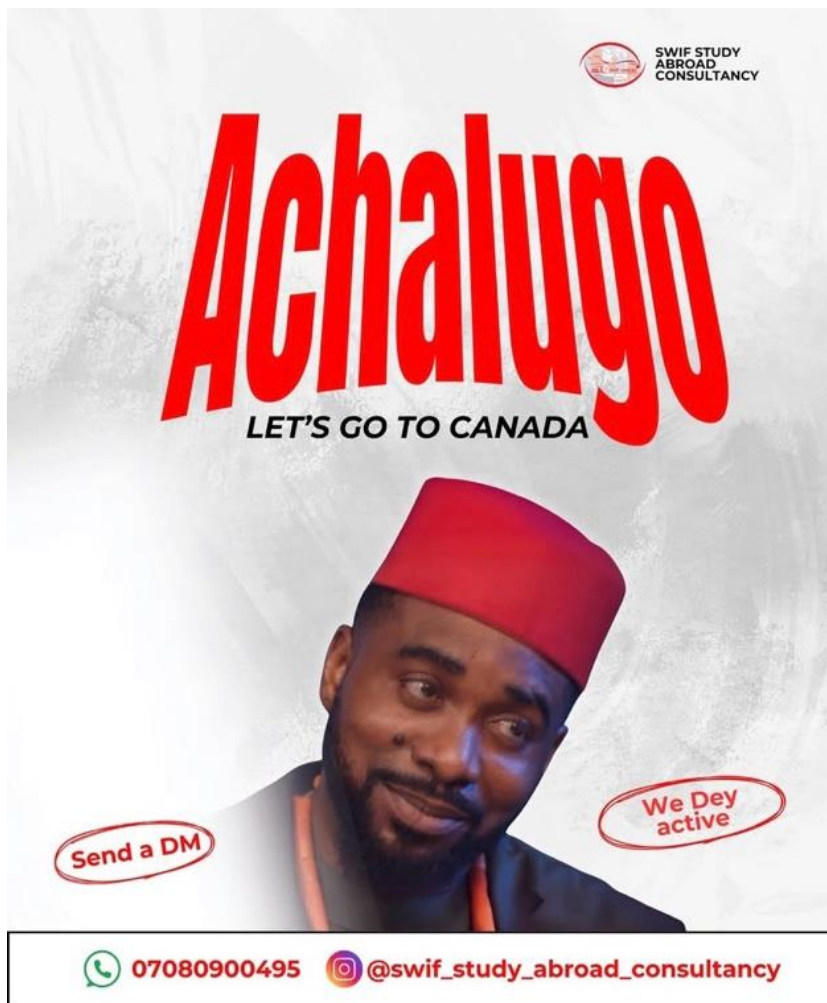
2. Cenad Schools – "Achalugo: Enroll Your Child in Cenad Schools": Cenad Schools, located in Port Harcourt, also adopted the viral slogan “Achalugo: Enroll Your Child in Cenad Schools” in their rebranding efforts, particularly in their marketing flyers. According to the school’s manager, this move aligned perfectly with current social media trends, demonstrating a strategic approach to keeping their messaging relevant and engaging. The inclusion of such a widely recognized phrase made their marketing materials stand out in a competitive educational market. This example illustrates how social media trends can influence educational branding and how institutions can strategically use these trends to modernize their approach to communication and marketing, making their campaigns more relatable and memorable.

3. Raphman Jobber – "Achalugo have you seen these top jobs": Raphman Jobber, a job recruitment platform, recently adopted a catchy slogan “Achalugo have you seen these top jobs” for their job advertisement pages. While not directly tied to the educational sector, this example shows how the strategic use of slogans can create a strong brand identity that speaks to the aspirations of job seekers. Social media's role in helping businesses like Raphman Jobber gain visibility underscores the broader impact of social platforms in building successful communication strategies, a concept that can be equally applied to educational management.

4. Swift Travel Abroad – "Achalugo: Let Us Travel to Canada": Swift Travel Abroad, a travel agency specializing



in international relocation services, adopted the slogan “Achalugo: Let Us Travel to Canada.” The slogan, influenced by social media trends, captured the attention of prospective clients by tapping into the viral phrase, which resonated with cultural and aspirational values. Just like educational institutions, businesses are now increasingly leveraging social media trends to strengthen their branding. The adoption of such a familiar and culturally significant term in their advertising underscores the role of social media in shaping the way organizations communicate with their audience.



These case studies demonstrate how educational institutions and businesses alike can utilize current social media trends to enhance their branding and marketing efforts. By aligning with popular cultural phrases or slang, schools can not only capture the attention of prospective students and parents but also foster a sense of connection and relevance in their communication. Properly harnessing the power of social media in educational management can provide significant advantages in visibility, engagement, and brand positioning.

FUTURE TRENDS AND OPPORTUNITIES

As technology continues to evolve, schools have even more opportunities to share their slogans with wider audiences. Digital media, including social media platforms, offer interactive and multimedia approaches to slogan campaigns. Schools can engage with their communities by creating video campaigns, social media challenges, and even student-led content centered around the school's slogan.

Additionally, involving students and alumni in the creation of slogans adds authenticity and relatability to the messaging. Students who have a personal connection with the school's brand will be more likely to promote it, ensuring a more organic spread of the message.

In conclusion, slogans are a valuable asset in educational administration. When used strategically, they enhance memorability, build emotional connections, and set schools apart in a competitive market. However, schools must be mindful of ethical considerations and avoid oversimplifying their message to ensure authenticity and cultural

sensitivity. By embracing the power of slogans, educational institutions can strengthen their branding, engage their communities, and foster long-term success.

CONCLUSION

The strategic development and implementation of slogans represent a potent tool in educational management, contributing to brand identity, market positioning, and community engagement. Educational administrators must approach slogan creation thoughtfully, ensuring alignment with the school's values and authenticity in messaging. By doing so, schools can effectively leverage slogans to enhance their popularity and achieve their enrollment and educational objectives.

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