

Creative Execution

Media Strategy

The advertising pieces in this ad campaign fall into one of two categories: takeaway ads and awareness ads. The takeaway ads include the magnet, flyer, brochure, and newsletter. These will be the printed materials that accompany the road show.

The awareness ads include the wall poster, radio script, billboard, and web banner. These ads reach a wider audience, which is appropriate because all families who have children must educate them in some way and families vary significantly in structure. Generally speaking, at least one parent works. Also, grandparents still in the work force may be in a position to pass along valuable information to their extended families. So, these ads reach working people as well as homemakers.

The billboard ad will be used both as a billboard and a table banner that will travel with the road show. The billboard will appear on heavily traveled roads in the South Hills of Pittsburgh including Banksville, West Liberty, and Washington roads. The print ad will be used both as a wall poster and an easel sign that will travel with the road show.

Advertising Pieces

Wall Poster and Easel Poster (Print Ad)

This ad consists of a headline, copy text, and a call to action. The headline draws people in by presenting an “if” scenario that my audience wants, “If you want your children to be enthusiastic and engaged in learning.” Who wouldn’t? The headline also acts as a preliminary call to action with the “then” scenario, “Consider Jubilee Christian School.” The copy text tells the readers how their children will be enthusiastic and engaged. The call to action invites the reader to visit the school and provides the phone number and web site.

This ad will be posted, with permission, at the various churches on the road show schedule. It may also be posted at other locations by organizations that support Jubilee Christian School, such as Christian bookstores or establishments owned or operated by Christians. This ad will also be placed on an easel near the informational table set up by the road show team during each show.

Radio Script

The radio script opens with an announcer stating a fact and presenting an “if, then” scenario. The fact reminds people that, during the school year, children spend most of their time learning academic content. The scenario, “If you want your children to be enthusiastic and engaged in fun and purposeful experiences, consider Jubilee Christian School,” tells the listeners two things. First, it tells listeners that children can be enthusiastic and engaged in learning, and second, that Jubilee Christian School has a way to make that happen.

The radio ad does more than just explain how the listeners' children will be enthusiastic and engaged at Jubilee. The radio ad allows the listeners to hear for themselves as two enthusiastic fifth grade students share their Early American History experiences in Philadelphia. The announcer will have a strong male voice to contrast with the higher voices of the fifth grade boy and girl.

To aid the listeners who are working or driving during the ad, the announcer names Jubilee five times. Three of those times are at the end, so people remember that Jubilee is the school where those two enthusiastic fifth graders attend. The ad provides the web site because it is easier to remember than a phone number.

News, talk, adult contemporary, country, and religious stations such as KDKA, WQED, WSHH, WLER, WOGL, and WORD will air this ad. It will air during rush hour to reach working parents and grandparents and during the day to reach homemakers.

Billboard and Table Banner

This ad attracts attention with the phrase, "Enthusiastic Engaged Learners." It sums up the academic mission of Jubilee Christian School in just three words, so drivers will be able to read the board as they pass it. Because people driving a car do not have access to writing materials, the billboard provides the school's web site, which is easier to remember than a phone number.

The billboard will reach both working family members stuck in rush hour traffic and homemakers running errands or carpooling. It will appear on heavily traveled roads in the South Hills of Pittsburgh including Banksville, West Liberty, and Washington roads.

This billboard ad will also be placed on a banner that will attract people to Jubilee's informational table during each show.

Web Banner

The web banner attracts my audience's attention with the campaign's slogan and with a slideshow of pictures that show enthusiastic children engaged in learning. The banner uses few words because web users don't stick around to read long text. The school's web site and the "CLICK HERE" call to action give the users a way to find more information about Jubilee.

The web banner will be posted, with permission, on the web sites of the churches on the road show schedule. It may also be posted on other web sites by organizations that support Jubilee Christian School, such as Christian bookstores or establishments owned or operated by Christians.

Magnet

Most people have magnets on their refrigerators to hold pictures and important notes. This magnet will remind people about Jubilee when their children are doing homework at

the kitchen table. They will ask themselves, “Are my children enthusiastic and engaged learners?”

The magnet is part of the takeaway reminders for the road show. Jubilee families may also give them to friends and extended family members at anytime.

Flyer

Jubilee Christian School has an open house several times during the year. The road show takeaway package will include a flyer announcing the upcoming open house.

The headline for the flyer gets people’s attention by inviting them to “See the enthusiasm for yourselves.”

Brochure

The brochure is a general brochure and includes brief descriptions of Jubilee’s academic curriculum and Christian environment. This is the only advertising piece that addresses Jubilee’s Christian environment, which is integral to the mission and vision of Jubilee Christian School. Even though this ad campaign focuses on the school’s academics, people still need to know about the Christian aspects of the school.

Jubilee has always had a brochure that the staff mails to inquiring families. This brochure is designed for mailing, but the road show team will also give it to people as a takeaway reminder at the road show.

I start selling on the cover by asking questions. These questions draw readers to open the brochure. Inside, I categorize information under logical headings, so people can read the information that interests them most.

Newsletter (direct mail)

The newsletter relays examples and testimonies as interesting stories to introduce people to Jubilee’s academic curriculum and to some of Jubilee’s parents, teachers, and students. The newsletter is a direct mail piece, but it will be handed to people personally rather than mailed. The four pages will be printed on 11 by 17-inch paper and folded in half.

People read newsletters to get more or new information about something that interests them. The table banner (billboard ad) and easel poster (print ad) will attract people to Jubilee’s information table. The newsletter will give them more information about Jubilee.

This newsletter draws people to read through it because it addresses them with the word “you.” It also lists the examples and testimonies on the front and specifies the page numbers where people can find them. I’ve given the examples and testimonies interesting headings to peak people’s interest and curiosity. I’ve also underlined sentences to emphasize key points.