

Creative Strategy

Purpose

The following advertising pieces form a new student campaign for Jubilee Christian School, a private school located in the South Hills of Pittsburgh. Although Jubilee has advertised in the past, the school Board wishes to coordinate a “road show” where parents will visit area churches to promote the school. My campaign is designed to raise awareness of Jubilee prior to the road show and to provide supplementary takeaway documents that will accompany the road show.

The focus of the campaign is to increase student enrollment. Increased enrollment will benefit the school by moderating tuition costs for both current and new families and by placing the school in a better position to realize its expansion goal of adding 7th and 8th grades.

Persona

The credibility of the campaign is established with facts, testimonials, sincerity, common ground, and right words. My son is in Kindergarten at Jubilee, and I’ve witnessed his enthusiasm for learning, both at school and at home.

- Facts – The ad campaign includes facts about the school and its academic curriculum.
- Testimonials – The ad campaign includes examples and testimonies from parents, teachers, and students.
- Sincerity – The ad campaign includes examples from my observations. I’ve witnessed and interviewed enthusiastic students. I’ve seen how the curriculum engages children and fosters an enthusiasm for learning.
- Common ground – The ad campaign addresses a common goal among families, which is for their children to enjoy school.
- Right words – The ad campaign uses words that are direct, straightforward, and clear.

Audience

The audience includes families with school-aged children in the Pittsburgh area. Jubilee is located in the South Hills, and although most of its families live in the South Hills, there are some that commute from the North Hills. This ad campaign targets families registering their children for kindergarten and families who may transfer older children from other schools.

This ad campaign does not specifically target families who want a Christian education for their children. Although the school’s mission and strategy place equal importance on both the academic curriculum and the Christian environment, the curriculum is what makes Jubilee unique among private and public schools. Children at Jubilee engage in fun and purposeful hands-on activities, field events, and projects that incorporate lessons from

multiple academic subjects. As children actively participate in this integrated curriculum, they see how each academic subject relates to other subjects and to real life. They become more interested in what they learn and retain more information.

Content

My argument for Jubilee Christian School involves reasoning from evidence, definition, and narrative.

- Reasoning from evidence – This ad campaign promotes Jubilee’s academic curriculum, which is based on the philosophy that children learn best by doing. The benefits I promote in the campaign come from extensive research on experiential learning, which is the experience-based philosophy developed by John Dewey for educating children.
- Definition – The newsletter and brochure describe the characteristics of the curriculum that engage children and inspire them to be enthusiastic in learning.
- Narrative – The newsletter includes examples and testimonies in narrative form as short stories.

Support

Jubilee Christian School is an incredible training ground where children grow intellectually, emotionally, socially, and spiritually. It would be difficult to create an effective ad campaign that promotes everything that Jubilee does. Therefore, this ad campaign focuses on one aspect of Jubilee Christian School: the academic curriculum.

Two ideas support the campaign’s focus on academics. First, the word “Christian” is in the school’s name. Families who are specifically seeking a private Christian school will automatically investigate Jubilee, because they know it is a Christian school. Second, on a parent questionnaire, 20 out of 31 families indicated that they chose Jubilee because of the Christian environment and teachings. Only two families chose Jubilee for their academic curriculum. So, this campaign will make people aware of Jubilee’s excellent and unique academic curriculum.

Jubilee’s curriculum is so strong that the number of families who choose Jubilee for academics should equal the number who choose Jubilee for the Christian aspect. Jubilees’ enrollment should increase significantly if more families know about their academic curriculum. So, this ad campaign promotes the academics without hiding Jubilee’s Christian foundation.

Sources

I used the following primary sources to create this ad campaign:

- Interviews with teachers, parents, students, and school administrators
- Sixth grade speeches from last year

- Parent survey the school implemented at the beginning of this year

I used the following secondary sources to create this ad campaign:

- The Holy Bible
- Internet research on Jubilee Christian School, Mt. Lebanon Schools, and Pittsburgh Public Schools
- American Psychological Association news releases (effects of peer exclusion and effects of small class sizes)
- Internet research on experiential learning, the theory on which Jubilee bases its academic curriculum
- Course Packet