Marketing Materials - Promotional Video

The objective was to figure out a way to ease the anxiety of parents about the possibility of their kids being rezoned to a new school. We also needed to create excitement for the students that might attend the new school. I came up with the idea of a "Kids React" video so one video could accomplish both objectives.

With the idea to make one video accomplish two objectives, my plan was to get the kids excited so they would go home and tell their parents how amazing the new school is going to be. Once the parents saw how excited their kids were, they would be less anxious if rezoned to a different school. I was able to capture the students’ natural reactions because no one had seen the video of the new school yet.

The kids’ reactions were priceless. They loved seeing the video of the new school and it came across great on camera. We posted the video on district social media accounts and on the newly created accounts for Park Hill Elementary. We received a lot of positive feedback from parents and the social media accounts for the new school received several new followers, even though it doesn't even open until the fall of 2022. The video received 637 views on YouTube and 914 views on Facebook. It also received 372 reactions, comments, and shares on Facebook.

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