

WhichSchoolAdvisor.com

# VIDEO

HOW TO COMMUNICATE “WHY YOUR SCHOOL?” SIMPLY AND POWERFULLY

# A Child's Eye View

A video experience tailored for Social Media

**What is it for:** A video experience tailored for Social Media, designed to be viral and to be shared

**How:** The Child's Eye View is filmed, literally, from the perspective of a child moving through a school. While seeming to be free flowing the movement is highly choreographed, giving a prospective parent a 360 degree view of a school in under 60 seconds.

**What is the purpose:** You get to highlight key features of your school to parents with a highly engaging video tailored specifically for social media. Parents take a sub 60 second tour of the school from a 'Child's Eye View'. Parents gain an almost immediate understanding of the flavour of your school...

**Who will see it?** Your target audience. The Child's Eye View is promoted on WSA.com's social media network including our 40,000 Facebook followers. Using in-built FB marketing tools we can further expand that number to reach literally thousands of potential new parents for your school. Your school may also share the video on your social media channels...

**Results:** New leads, higher engagement levels with existing parents, raise the feel good factor about your school



## Nord Anglia

34,738 Audience Reach

13,743 Video Views

387 Reactions, Comments & Shares

311 Likes

20 Loves

1 Wow!

30 Shares

19 Comments

## The Indian High School Video

93,757 Audience Reach

35,162 Video Plays

1400 Likes

122 Loves

11 Wow!

489 Shares

103 Comments

# A Day in the Life

Your school brought to life on the Web

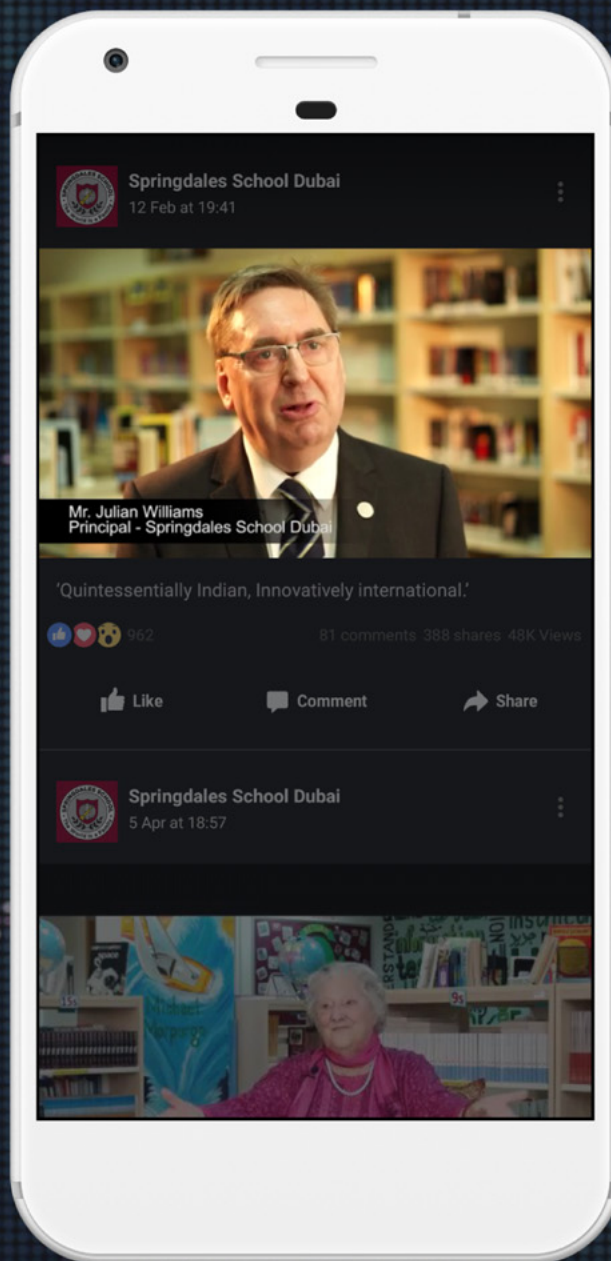
**What is it:** A longer form video that goes into greater depth as to “why your school?”, what defines it, makes it unique and what it offers that no others do.

**How:** As far as possible we go beyond to the look and feel of a school, how a parent and child feel as they walk through the main entrance gates and into the school. To do this we conduct interviews for the video with the principal, owner, teachers, students and parents, across key locations within the school.

**What's the purpose:** To attract new students to the school, to convince parents why your school, to showcase what is best about your school.

**Who will see it?** The WhichSchoolAdvisor.com *Day of the Life* video is automatically positioned in our review of your school, is put on our FB pages, and can be provided to you for your Web site - with and without the WSA branding. In this way it can be treated as an “official” school video.

**Note:** As part of the *Day in the Life* video we also offer a sub 60 second video cut for your school for social media.



## Springdales, Day in the Life

48,751 Video Views

962 Likes, Loves and Wows

388 Shares

What's included:

### 1 x hour awareness meeting

We come into your school and assess the environment, facilities and character, and discuss with you how to best present it. This includes a discussion on location, who will speak and the messages to get across.

### 2 x half days shoot (8 hours)

WhichSchoolAdvisor.com takes time to fully capture your school, and work with your key people to ensure they come across effectively on camera. We make sure your messages are delivered

### 2 x versions

1x low res & 1x high res version of with WSA logo

### Optional add-ons:

- A version of the video without the WSA logo
- Supply of raw footage
- Additional editing (costs to be agreed & confirmed)
- Additional hosting (after the initial 6 months) on WhichSchoolAdvisor.com