



EDUCATION INITIATIVE

January 18, 2017

THE GOAL

Improve education in South Coast area by bringing education to the forefront of people's minds and priorities.

OBJECTIVES

- Create a movement by generating buzz.
- Get parents to raise their expectations.
- Collect user-generated content.
- Tell community members' stories.

INSPIRATION

STORYTELLING IS POWERFUL

- Collect stories from the community related to why education is important to them.
- Can relate to a personal experience, a teacher, a mentor, a parent/child relationship, a student's own story, etc.
- We will collect our own stories and also ask community members to record theirs' and share with us on a microsite.
- Use these experiences to weave together a story of how education has impacted the South Coast community.

LOOK AND FEEL

**GET ON
THE
BUS**



**GET ON
THE
BUS!**







G.O.A.L.S.

Get out and learn So Co

goals 

G.O.a.L.S!



#EDUCATIONGOALS

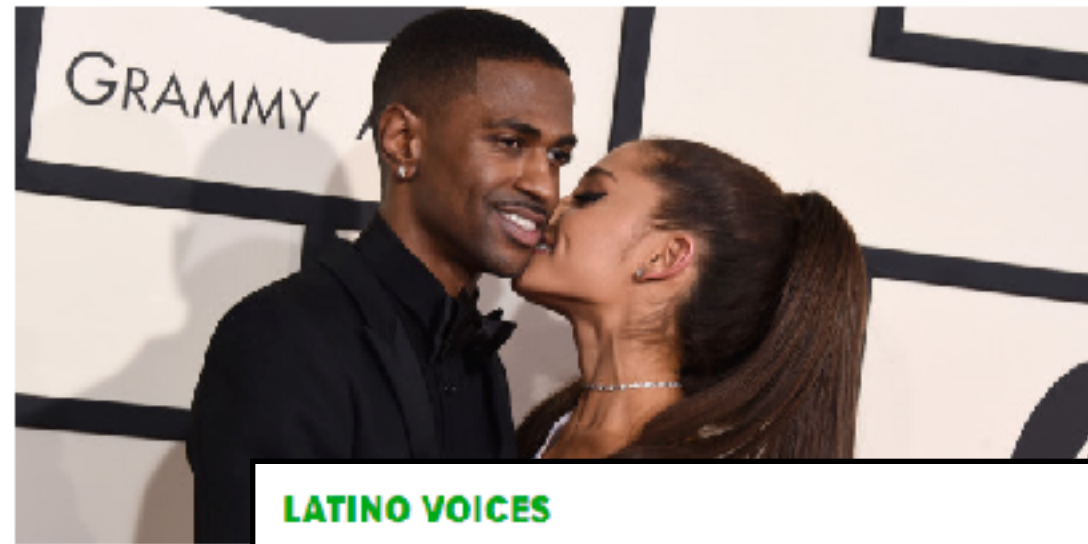
TEEN

12 Couples Who Are The Definition Of #RelationshipGoals

02/12/2015 08:31 am ET | Updated Feb 12, 2015



Taylor Pittman
Voices Staff Writer, The Huffington Post



JORDAN STRAUSS/INVISION/AP

LATINO VOICES

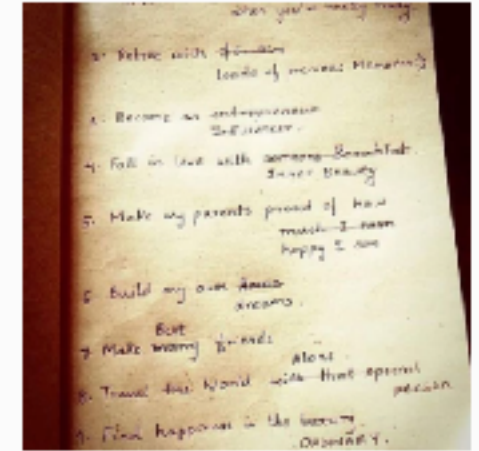
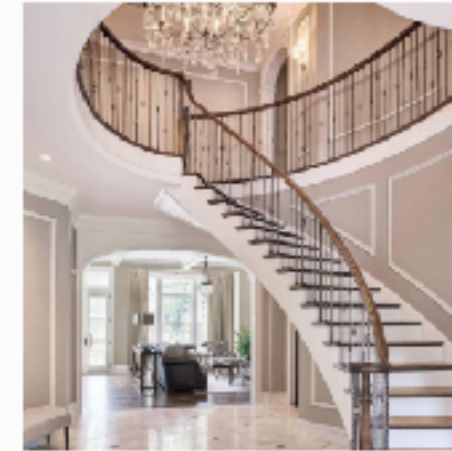
Sofia Vergara Is Giving Us Major #WorkoutGoals In This Video

Beast mode activated. ✓ 100

#lifegoals

2,079,507 posts

TOP POSTS



An elderly man hurried to his 8:00 am doctor appointment. He wanted to finish quickly so he could get to another appointment. The doctor asked what it was and he proudly said that every morning at a 9:00 am at the hospital he had



WHEN YOU WANT TO GIVE UP
just think of the people who
would love to see you fail.



MICROSITE

[Home](#) | [Our Mission](#) | [Nominate an Educator](#) | [Nominate a Student](#) | [Share Your Story](#)

GET THE ON BUS!



Where's the bus?

Fostering educational opportunities for students, educators and the communities on the South Coast

sponsored by Highland Park

When students stay in school and are engaged in their learning, amazing things happen. As members of the South Coast community, we feel strongly that we must do all we can to encourage and motivate our students – parents, educators, peers, mentors, and neighbors.



COLLATERAL



Billboard



T-shirts



Hats



MOTIVATIONAL SPEAKER



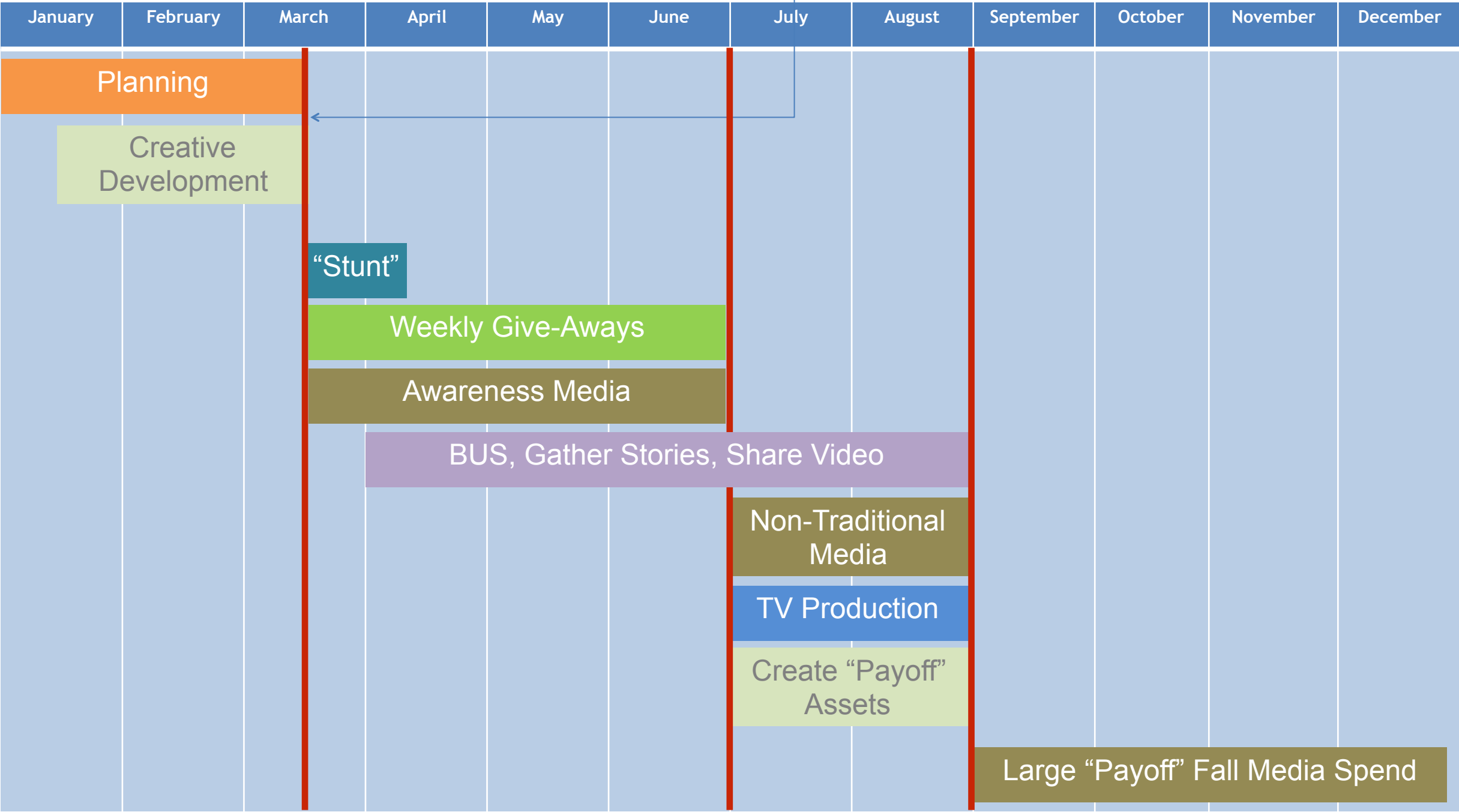
TREVOR ROMAIN

THE PLAN

Telling our Stories

PROPOSED TIMELINE

Public Launch



SEASONS

Q1: Winter

- Create the announcement/awareness assets for spring launch
- Build the bus
- Shoot instructional videos
- Get buy in from schools/teachers

SEASONS

Q2: Spring

- Attention grabber
- Launch awareness campaign
- **Collect stories**
- Own social media with submitted/captured stories
- Small teaser prizes

SEASONS

Q3: Summer

- Continue collecting stories
- Continue releasing videos/owning SM
- Fun/gorilla marketing (since most people are away from traditional media)
- TV/Video shoot

SEASONS

Q4: Fall/Back-to-school

- Majority of media spend
- Release TV commercials
- Release assets with actual stories in them
- Grand prize community winner

THE PIECES

BUILDING AWARENESS

We want this initiative to become a household name around the South Coast (and eventually beyond). To do that, we need to make it highly visible:

- T-shirts
- Stickers
- Pens
- Notebooks
- Water bottles
- Nylon string back packs
- Beach pails
- Mascot? (think Bando)

ONLINE PRESENCE

A strong online presence will further drive awareness:

- Microsite.
- Own social media by offering engaging content across multiple channels (Facebook, Instagram, Snapchat).
- Storytelling.
 - Throughout the whole process, STA and the community will create short videos/photos/etc about the best stories/causes to keep a constant stream of content rolling in.
 - Articles and other blog content can also be accepted and published.
 - Utilize the theater teacher and students here.

THE BUS



The bus/TV studio/mobile billboard allows us to collect stories and advertise simultaneously. It should be educational AND fun. Collect stories, give out relevant materials, but also give out ice cream, waters/buckets at the beach, t-shirts, etc...make people excited to see the blue bus coming down the street!

THE ROLLOUT

Through the end of the school year

SHOCK AND AWE

Once a release date is determined, we should launch everything at the same time (billboard, microsite, collateral). Use this as a PR opportunity by involving local radio and TV Stations to share in the launch.

Release date recommendation: **March 15, 2017**

Further engage/educate with 2 explainer videos:

- One for schools to show kids how to submit their story
- One for the website asking for videos from the entire South Coast community

GET OUT THERE

Once the campaign launches, presence will be key. Schedule rides at least twice a month with a videographer and staff. Opportunity for co-branding.

Recommended hot spots to hit:

- Beaches
- Farmers markets
- Community events
- Block parties
- Malls
- Sports games
- Library
- Carnivals

EARLY RETURNS

As stories roll in, BayCoast Bank should donate to schools and programs mentioned in the videos.

This will be a great way to engage even more people who are passionate about the cause, and a way to make community members take notice.

You'll be "putting your money where your mouth is" in a way.

Example: A student submits a video about his love of music, but lack of instruments. BCB donates \$1,000 to his school's music department!

STA will make videos for the best stories.



SUMMER

KEEP UP WITH COMMUNITY

The bus should still be very visible, but instead of doing traditional media, it shifts to non-traditional:

- Plane flying sign on the beach
- Sponsor mid-inning thing at FCBL baseball games
- Outdoor events
- Walking Billboards

PAYOFF VIDEO SHOOT

By the end of the summer, we will have collected numerous stories, both through the bus and through user submitted videos. We will pick the best stories, edit them into an inspiring look at the power of education in the South Coast and do traditional TV commercials (PSA?) about them.

We'll end up with 2 TV spots for the fall, as well as a longer story video and plenty for social media. We'll also get photo assets for print/digital/etc for the fall campaign.



BACK AT 'EM

The Fall

MEDIA PUSH

Once the TV commercials (PSA?) have been produced and approved, we will push traditional media in September when school is coming back in session.

We will further capitalize on the TV advertising by using photo assets to create accompanying materials like billboards, brochures, and social media posts to further engage our community and tell their story.

Digital and social media pushes people back to the microsite where they can hear our stories.



BUDGET

PROPOSED BUDGET

The following budget, although ballpark, is an accurate representation of what we think the initiative will cost, as currently proposed.

We have broken it out into 4 phases, which we've named after the seasons because we're awesome like that.



WINTER

Planning (Already Completed)

Brainstorming Names/Colors/Logos	\$0
Research	\$0

- Buy In on concept (1/18 meeting) -

Asset Creation (Awareness)

In-Branch Assets	\$1,600
Print Ads (x4)*	\$3,200
Billboards (x3)*	\$3,000
Create stand-alone Social Media for initiative	\$2,000
Social Media ads (Twitter, FB, Instagram) (x4)*	\$4,000
Digital	\$1,200
Radio	\$3,000
Microsite	\$7,500
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	\$25,500

Mobile Unit (Awareness)

Bus*	\$15,000
Fabrication*	\$15,000
AV setup*	\$5,000
Bus Graphics (including Design)*	\$11,000
Video Setup (Flat-Screen, Wifi Hotspot, Laptop)	\$5,000
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	\$51,000

Explainer Video

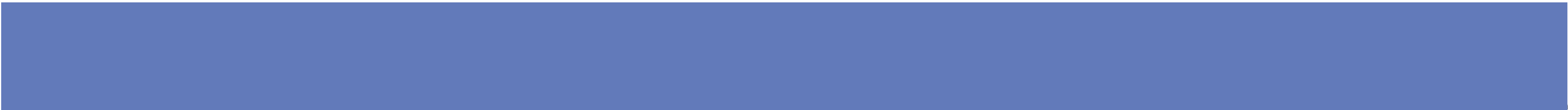
2:00 video explaining what we're doing and what we're looking for. Part graphic, part video etc.	\$15,000
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Media

Media Spend (No TV included)	\$5,000
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Pre-Launch Production Total **\$96,500**

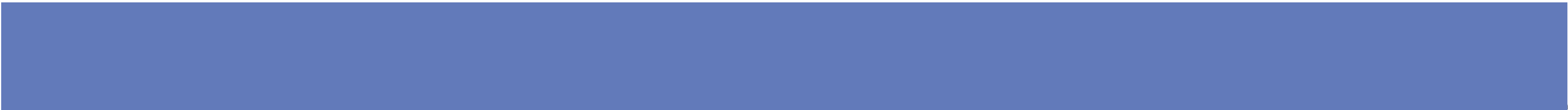
Winter, which we're calling January and February will be used to create assets and and our mobile unit.



SPRING

Giveaways			
Tshirts, pens, stickers, etc			\$7,500
Kickoff stunt			
Big Checks?			
Includes asset creation			\$12,000
Teaser Donations			
Monthly Donations (to drive participation)		\$1,000	
Includes asset creation		20 donations	\$20,000
Gather Stories			
STA Monitor video submissions on Microsite (per month)		\$500	
		4 months	\$2,000
STA Monitor/Interact on Social Media		\$500	
		4 months	\$2,000
1 Days (suggested) of Videographer on bus		\$800	
Suggesting 8 in the spring			\$6,400
			\$10,400
Share Stories			
Professional Edits of submitted/captured stories (each)		\$750	
Suggesting 10			\$7,500
Media			
Media Spend (No TV included)			\$65,000
		Spring Total	\$122,400

In the spring, which is March-June, we will announce the campaign and collect stories.



SUMMER

Giveaways		
Tshirts, pens, stickers, etc		\$2,500
Gather Stories/Giveaways		
STA Monitor video submissions on Microsite (per month)	\$500	
	2 months	\$1,000
STA Monitor/Interact on Social Media	\$500	
	2 months	\$1,000
1 Days (suggested) of Videographer on bus	\$800	
Suggesting 8 in the spring		\$6,400
		\$8,400
Share Stories (continued)		
Professional Edits of submitted/captured stories (each)	\$750	
Suggesting 5		\$3,750
TV/Photo (Fall asset gather)		
2-day TV Shoot (ad to run in Fall)		\$75,000
Photo Shoot (for Fall assets)		\$15,000
		\$90,000
Asset Creation (For Fall Campaign; Showing stories)		
In-Branch Assets		\$1,600
Print Ads (x2)*		\$1,600
Billboard*		\$1,200
Digital		\$1,200
Radio (x2)		\$6,000
Transit		\$2,500
		\$14,100
Summer Media		
Media Spend (maintenance)		\$15,000
	Spring Total	\$133,750

In the summer, which is July and August, we will do some non-traditional advertising, and shoot our big TV spot.

FALL

Giveaways		
Tshirts, pens, stickers, etc		\$2,500
Gather Stories/Giveaways		
STA Monitor video submissions on Microsite (per month)	\$500	
	4 months	\$2,000
STA Monitor/Interact on Social Media	\$500	
	4 months	\$2,000
		<hr/>
		\$4,000
Fall Media		
Media Spend (Maintnance)		\$150,000
	Spring Total	\$156,500

In the fall, which is September through the end of the year, we will run our pay-off campaign.

TOTAL

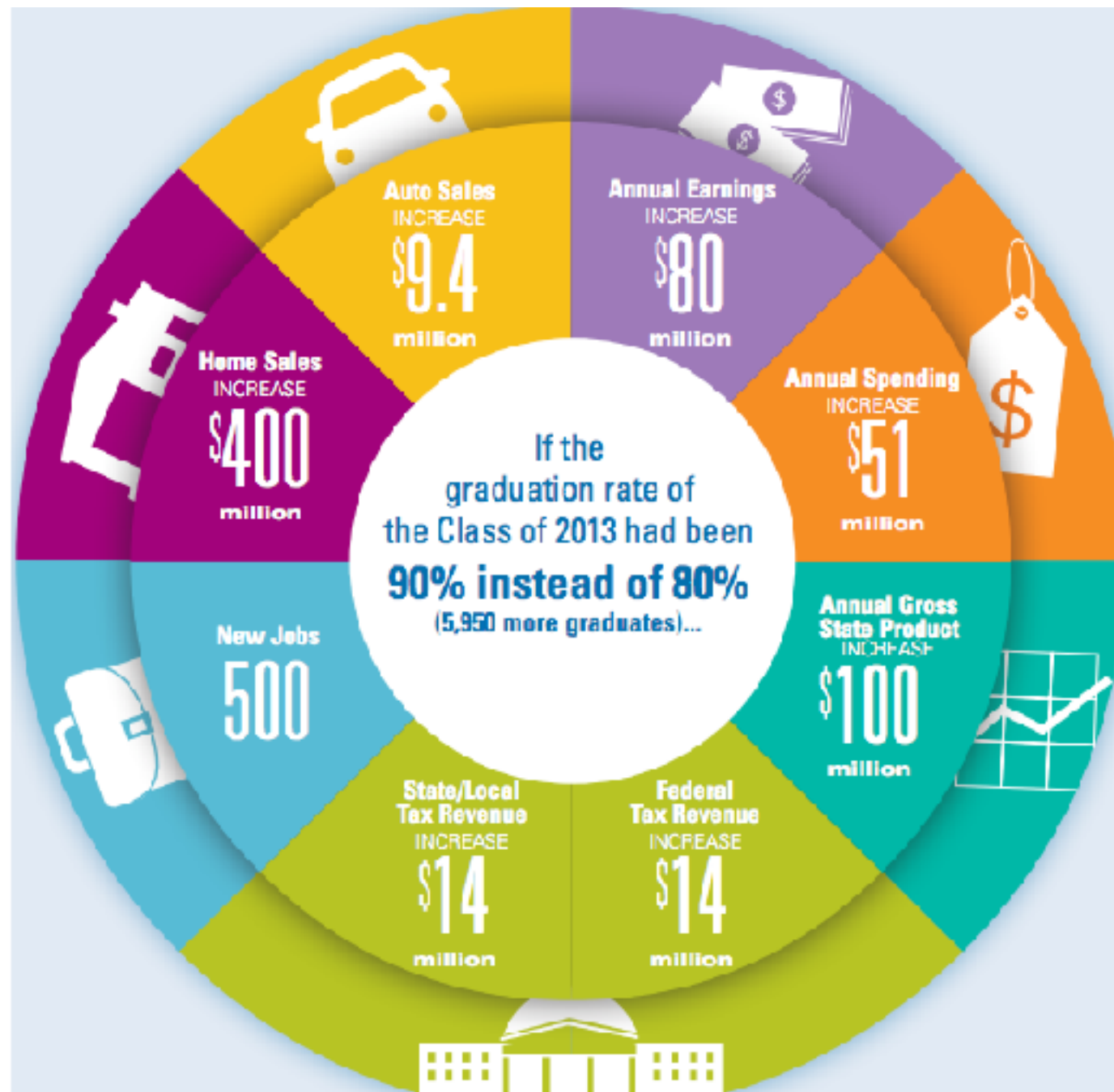
When all the numbers are crunched, here is where we arrive:

Final Budget Numbers		
Winter (Asset creation)		\$96,500
Spring (Launch)		\$122,400
Summer (Hiatus and Fall asset collection/creation)		\$133,750
Fall (Launch Integrated Campaign)		\$156,500
	Campaign Total	<u>\$509,150</u>

HOW DO WE GET ATTENTION?

With an awareness event.

#1: FAKE CHECK



Give out big “fake” checks for relevant amounts to HS students and local businesses. Record their reactions.

Then tell them that all they need to do to “get” the money is help raise the graduation rate in Massachusetts by 10% or roughly 6,000 students.

#2: EDUCATION AS A TOOL

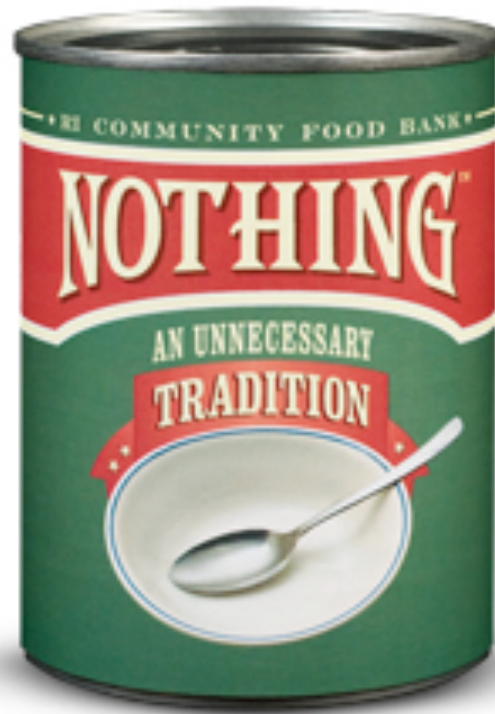


Show daily tasks as difficult without the right tool, and then show how normal they are with it.

For example, show a mechanic working without any tools and having a really hard time.

Presents an opportunity for a mall kiosk to raise awareness where we have “challenges” for mall goers to compete in, but the payoff is to show them education is a powerful tool.

#3: CAN OF NOTHING



DO SOMETHING.

THANK YOU.

