

## **"St. Cloud Brand Anthem" Video**

### **Captivate Media + Consulting**

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Created by Captivate Media + Consulting in partnership with St. Cloud Area School District 742, this video was created as part of a larger enrollment campaign for the school district. The district was facing declining enrollment, especially at the secondary level. We worked with district administration to determine the potential causes of their enrollment decline through twelve focus groups. We then developed key messaging and created a comprehensive two-year communications plan. This brand anthem video served as a kick-off of the key messaging to the public to improve the district's image and showcase the rigorous learning opportunities available at St. Cloud Area Schools. The video needed to incorporate our key messaging while showcasing the best spaces and programs in the district. Two red flags discussed in our focus groups were perceptions of declining academics and a perceived lack of safety, so it was important to show students engaging in hands-on, 21st-century learning in safe, secure, clean facilities. To align with enrollment season, the video premiered in the Spring of 2024 to a broad audience including district social media accounts, email campaigns to staff and families, in-person community meetings with the superintendent, and more. In September of 2024, the preliminary enrollment numbers showed an increase of 74 students enrolled compared to the previous year, exceeding our goal of retaining 15 students in year one. These additional students account for approximately \$500,000 in annual revenue for the district.