

The objective of the Learn More promotional ad is to persuade parents from our local area, to bring their child to San Benito Schools based on educational opportunities and offerings. The 30 second spot was produced in-house during the first two weeks of April 2024. It features a parent who transferred their child from a neighboring school district to take advantage of specialized academic offerings. The Learn More promo video aired throughout a selected geographical area within the Rio Grande Valley (Texas) through Spectrum Communications. The ad played whenever anyone within the specified area used On Demand, conducted a search or watched live TV. The non-skippable ad played for several months. It also aired on our district's educational cable channel, our streaming platforms and social media. The video portion of the production was quick, but the editing used complex keyed animations which took time to perfect. The music used is licensed through Premium Beat : LICENSE #2806638 ORDER #2395475