

The video advertisement was created to announce the opening date for registration in Socorro ISD for students in grades kinder through 12th, which was especially important this year because it opened earlier than previous years. We were targeting current and prospective families in and around Socorro ISD to inform them about the registration opening date so that they could be prepared to enroll their children in a timely manner. The ad incorporated footage captured throughout the school year, showcasing real-life events and projects that SISD students were involved in, highlighting the vibrant and dynamic learning environment at SISD. The video offered a compelling look at what new families could expect from the district. The music was licensed through [Triplescoopmusic.com](https://triplescoopmusic.com). A key focus of the campaign was to also reach families outside of the district and encourage out-of-district transfers. The commercial showcased the district's excellence in academics, fine arts, athletics, and the wide range of educational opportunities available. The commercial was distributed widely as part of a paid advertisement campaign on social media platforms, including X, Facebook, Instagram, and YouTube, as well as on local broadcast television. Its strategic placement across multiple channels ensured that it reached a broad audience, including both current and potential SISD families.