

The campaign "With INSP, I Fly Higher!" was born from a collaborative process that brought together principals, pedagogical coordinators, and the communication and marketing teams of the Rede Piedade de Educação schools. During a brainstorming session, we sought a strong and inspiring message that would reflect the transformative impact of the education provided by INSP. For the visual identity, we studied the color trends for 2024 and 2025 and identified purple as a relevant choice. From there, we explored combinations that maintained the schools' existing visual identity, which is predominantly navy blue and golden yellow. Another key element we preserved was the halo, a symbol of the Catholic identity that appears in all the network's school logos. In the campaign's visual materials, halo-shaped lights surround the children in the posters, symbolizing their journey of growth and enlightenment. Additionally, we introduced an innovative future projection element. Behind each child featured in the campaign, we used artificial intelligence to create their adult version, portraying them in a successful career. This reinforces the message that students at INSP are set to soar high and achieve great success in life. The campaign also included a custom jingle, created using artificial intelligence, with a catchy chorus that students sing in all schools. We also produced videos featuring the song, making the campaign even more engaging.