

The purpose of the project was to celebrate the extraordinary role teachers play in shaping students lives, demonstrating that they are superheroes who inspire and empower greatness. The strategy of the project was to blend superhero music, student voiceovers and visuals of teachers in action to create an emotional and empowering tribute to teachers as champions of the classroom. The Teacher Appreciation Week video performed well on social media, collecting 3,471 impressions, 2,333 views and 111 interactions on Facebook and Instagram. The video also exceeded the divisions average YouTube views by 149.4%.