

Project Overview The primary objective of the PVMemories video was to highlight the entire journey of excellence, from the first day of school to graduation. It features a student preparing for graduation night while reflecting on their many achievements during their time at PVSchools. This approach effectively showcases the various opportunities available to students in Paradise. Whether they are interested in performing arts, STEM (simulator), JROTC, sports, language immersion, or challenging programs like IB, Honors, or AP classes, PVSchools offers a path for every student. The video was specifically edited for Instagram and Facebook and also published on Twitter. Once released, the Facebook and Instagram videos were promoted as part of PVSchools' ongoing enrollment campaign to increase student enrollment. The target audience for this video includes current and prospective students and families who are focused on graduating high school and enhancing their post-secondary success.

Planning Process After a planning meeting and coordination, the marketing team devised a strategy to enhance enrollment by creating a comprehensive overview of all our programs. Understanding that the video would need to be brief to appease the algorithms and attention spans of an ever-scrolling audience, we went to work tracking down and shooting the footage that would represent the numerous programs provided in PVSchools. Because the video format required a vertical layout, it was essential to frame each shot appropriately and ensure that the graphic layouts were designed to enhance that format. Incorporating the soundtrack to complement the video arrangement was next on the list. Finding just the right mix of inspiration, compassion, and confidence was imperative to matching the real-life journey through Paradise.

Goals, Objectives, and Effectiveness This project is a touching example of art imitating life while reflecting the many journeys of excellence in PVSchools. The intended goal of this video was to showcase PVSchools programs and to inspire new and current students to dream of their journey to graduation while also encouraging them to reflect on their core memories and experiences. The objective of engaging current and future students, along with their families, through a short vertical video was achieved successfully. This published content garnered nearly 20,000 views, reached over 14,000 accounts, and generated 6,400 engagements. Furthermore, this social media campaign was one of the most effective PVSchools has undertaken, accumulating 983

clicks on the boosted content in a short period, resulting in one of our lowest cost-per-click ratios on record.