

The Highlander Journey

The Frederick Gunn School

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In partnership with The Film Guys, we produced The Highlander Journey, a film targeting prospective families considering applying and enrolling at our school, with a specific goal of appealing to 13 - 17 year olds since they are the most likely audience to make the final decision when selecting a boarding school. Our five-minute film is fast-paced, energetic and fun, designed to take a viewer through a four year journey beginning as a 9th grader student figuring things out and culminating as a 12th grade student that has left a legacy in our community. Our film is built around amazing imagery, allowing us to produce a movie that "shows" the audience what an experience at our school would be like rather than relying on a more traditional narrative model. The end result is a film that authentically represents our community as a place that is inviting, fun, warm, supportive, and a place where a prospective student can imagine themselves wanting to be, a place where they will have fun and can see themselves succeeding. The film was released on February 18, 2025 and within 24 hours had more than 50,000 page views on our Instagram feed, more than 1,200 likes and over 200 comments - all overwhelming engagement records on our school's Instagram page. Comment performance was driven by current students, parents and alumni - a true cross section of support accounting for the enthusiasm and pride that this film generated.