

Cincinnati First Day of School Promo To capture this spirit of opening day and reinforce Cincinnati School's mission and vision, we created a high-energy promotional video showcasing the campus, the student experience, and the welcoming environment awaiting all learners. This video was shared on social media before the start of the school year, primarily on Facebook, to build excitement within the school community. The target audience included students, families, staff, and community members, all of whom play a role in shaping a supportive school culture. Throughout the video, key phrases from the mission and vision were strategically flashed on screen, reinforcing the school's commitment to connection, support, and education. By weaving in these messages alongside visuals of students, teachers, and campus life, we made the school's guiding principles feel tangible. The video also prominently featured our school's hashtag of #CincyLionPride, keeping our branding consistent with other content we produce. This promotional piece supported effective communication by providing inspiration and excitement for the new school year. It reminded students and families of the school's commitment to engagement, belonging, and student success. Rather than simply stating the school's values, the video visually demonstrated them, allowing viewers to see the warm, vibrant, and supportive environment that Cincinnati strives to cultivate. By combining engaging visuals, meaningful messaging, and a strong community-driven hashtag, this promo successfully connected with the school community and helped kickstart the year with positivity and pride.