



BRANDING
CAMPAIGN

OBJECTIVES

- CREATE A STRONG BRAND IDENTITY BY POSITIONING OURSELVES AS THE DUAL-LANGUAGE SCHOOL IN LAS VEGAS
- CREATE STRATEGIC MESSAGING IN SPANISH AND ENGLISH TO ENGAGE THE MARKET AS A WHOLE.

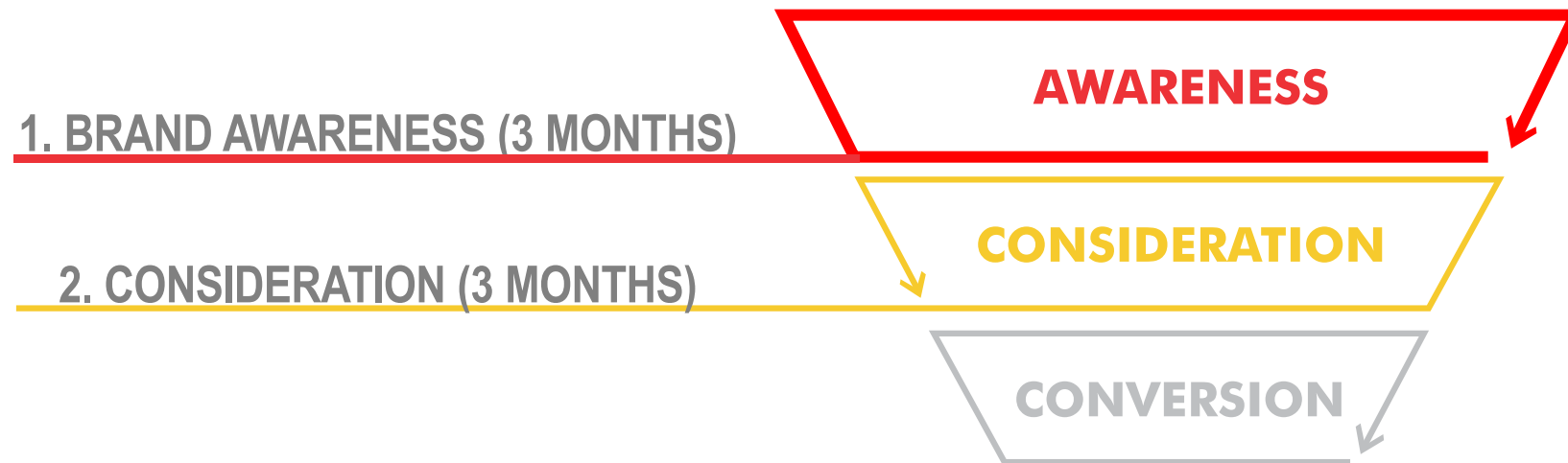
MEASURES OF SUCCESS

TRADITIONAL ADVERTISING
NUMBER OF IMPRESSIONS

DIGITAL ADVERTISING
REACH
IMPRESSIONS
ENGAGEMENT

PHASES

THE CAMPAIGN WILL INCLUDE TWO PHASES OVER A PERIOD OF SIX MONTHS, BEGINNING DECEMBER 2022 THROUGH THE END OF MAY 2023.
THE PHASES INCLUDE:



TARGET AUDIENCE

PARENTS BETWEEN 25-45 YEARS

(CHILDREN 4-7 YEARS)

DEMOGRAPHIC ENROLLMENT GROUP:

50% NATIVE ENGLISH SPEAKERS

50% NATIVE SPANISH SPEAKERS

LOCATIONS

WARD 1

COUNCILMAN BRIAN KNUDSEN

WARD 3

COUNCILWOMAN OLIVIA DIAZ

WARD 5

COUNCILMAN CEDRIC CREAR

(ZIP CODE: 89101,89104,89106)

BRANDING STRATEGY

PHASE 1: AWARENESS

3 MONTHS

- BRANDING MATERIAL WILL FOCUS ON THE FOLLOWING:
 - WHO WE ARE?
 - OUR MISSION
 - OUR VISION
 - OUR TEAM
- TRADITIONAL MEDIA BUYING (BILLBOARDS) AND DIGITAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, AND GOOGLE).
- STRATEGICALLY REACHING OUR TARGET AUDIENCE

PHASE 2: CONSIDERATION

3 MONTHS

- CONSIDERATION MATERIAL WILL FOCUS ON THE FOLLOWING:
 - OUR LOCATION
 - WHY THE IMPORTANCE OF DUAL-LANGUAGE EDUCATION
 - PARENTS, STUDENTS, & TEACHER'S TESTIMONIALS
- TRADITIONAL MEDIA BUYING (BILLBOARDS) AND DIGITAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, AND GOOGLE).
- STRATEGICALLY REACHING OUR TARGET AUDIENCE

ESTIMATED BUDGET

OPTION 1

BILLBOARDS \$3,000 PER MONTH	\$18,000
DIGITAL ADVERTISING GOOGLE, FB, IG \$3,000 PER MONTH	\$18,000
DEVELOPMENT & PRODUCTION GRAPHIC DESIGN, VIDEO, & SCRIPTS \$3,000 PER MONTH	\$18,000
TOTAL MONTHLY	\$54,000

WE PRESENT OUR TIMING ESTIMATES FOR DIRECTIONAL PURPOSES, BASED ON THE DEVELOPMENT OF SIMILAR CAMPAIGNS.
GRAPHICKA IS NIMBLE AND ABLE TO ADJUST SERVICES AND PROGRAM COMPONENTS THROUGHOUT THE CAMPAIGN.

ESTIMATED BUDGET

OPTION 2

DIGITAL ADVERTISING GOOGLE, FB, IG \$3,000 PER MONTH	\$18,000
DEVELOPMENT & PRODUCTION GRAPHIC DESIGN, VIDEO, & SCRIPTS \$3,000 PER MONTH	\$18,000
TOTAL MONTHLY	\$36,000

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**THANK
YOU!**



#BILINGUALAGENCY