



Strong Start Academy Elementary School

Duration: 2021 - Present

Objective: Educate the community about the benefits of dual-language education and increase enrollment at Strong Start Academy Elementary School.

Scope of Work: Raise awareness about the new dual-language elementary education program, emphasizing its benefits for early childhood development.

Approach: Media Buying and Planning (traditional and digital), Social Media Campaigns, Video Production, Community Outreach, Strategic Branding, Corporate Image Development.

Results: Achieved 60% enrollment capacity in the first year, 80% in the second year, and projected to reach 100% capacity in the third year.

SUMMARY

Strong Start Academy Elementary School, located at The Tony Hsieh Education Center, partnered with Graphicka in 2021 to promote their dual-language education program. This new charter school aims to provide a higher quality education by producing bilingual and biliterate learners in English and Spanish. Since opening their doors in 2022, the challenge was to fill all classrooms with students.

DELIVERABLES

Graphicka developed a cohesive marketing strategy encompassing social media campaigns, video production, media planning & buying, and creating the entire corporate image. This strategy ensured maximum visibility and engagement with the local community.

STRATEGIC BRANDING

We crafted a compelling brand identity for Strong Start Academy that highlighted its unique dual-language program, which benefits students by outperforming those in traditional monolingual settings, as reported by the National Academies of Science, Engineering, and Medicine.

SOCIAL MEDIA CAMPAIGNS

Through engaging social media campaigns on platforms like Facebook, Instagram, and Twitter, we promoted Strong Start Academy's programs and events, reaching a broad audience and driving interest in enrollment.

VIDEO PRODUCTION

Graphicka produced a series of high-quality videos showcasing the school's facilities, faculty, and the advantages of a dual-language education. These videos were integral in conveying the school's vibrant community and educational excellence.

MEDIA PLANNING & BUYING

Our strategic media planning and buying efforts secured placements in local newspapers, radio stations, and online platforms, ensuring widespread awareness and visibility for Strong Start Academy.

COMMUNITY OUTREACH

We deployed our staff to high-traffic businesses, such as local supermarkets, to engage directly with our target demographic. By having one-on-one conversations with parents and community members, we effectively communicated the benefits of the dual-language program. This hands-on approach significantly increased awareness and interest in enrollment, contributing to the school's success in filling classrooms.

RESULTS

The campaign successfully increased enrollment, achieving 60% capacity in the first year, 80% in the second year, and projecting to reach 100% capacity in the third year. Our efforts significantly enhanced community engagement and established Strong Start Academy as a vital part of the Las Vegas educational landscape, ensuring sustained growth and success for the school.

Apply Now!

BILINGUAL CHARTER SCHOOL

2023-2024




Kinder • 1st • 2nd • 3rd Grade

www.clvstrongstartes.org



APPLY TODAY!

BILINGUAL CHARTER SCHOOL

Kinder through **4TH GRADE**
2024-2025




www.clvstrongstartes.org

BILINGUE CHARTER SCHOOL

2024-2025



APPLY TODAY!



KINDER THROUGH 4TH GRADE

www.clvstrongstartes.org

Apply Now!

BILINGUAL CHARTER SCHOOL

2023-2024




Kinder through 3rd Grade

www.clvstrongstartes.org



APLICA AHORA!

ESCUELA BILINGUE CHARTER

Kinder hasta **4TO GRADO**
2024-2025




www.clvstrongstartes.org

ESCUELA BILINGUE CHARTER

2024-2025



APLICA AHORA!



KINDER HASTA 4TO GRADO

www.clvstrongstartes.org

