

East Baton Rouge Project Creative Brief

Our task was to completely rebrand the East Baton Rouge Parish Public school system in a way that people would perceive them as a top-tier, superb quality education. We wanted our audience to give EBR schools a fair chance at giving their children a quality education. We came up with methods and strategies so that our objective would come to reality. We created TV spots, guerilla- advertising pieces, child-friendly products and strengthened the social media efforts.

We wanted to convey a strong message to our audience so that they would see that EBR schools are great, if not better, than private schools. We used an empowering tone to really encourage our audience to give them a chance. We shared our ideas via Facebook and other social media platforms. We launched the rebranding efforts on social media, the website and the superintendent made a speech regarding the issues EBRSS faced.