

CLIENT

Strathcona-Tweedsmuir School

CATEGORY

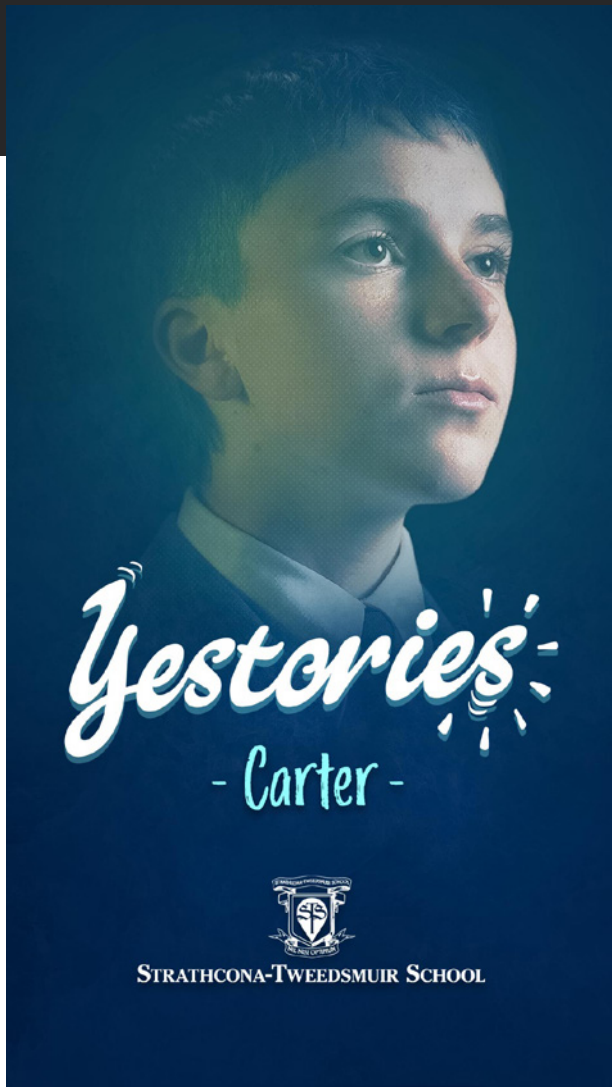
Out of the Box Concept

PROJECT DESCRIPTION

Strathcona-Tweedsmuir School has a strong brand marketing platform - Say Yes to STS - that's been built over years and has helped the brand obtain traction, recognition, and conversion.

As a next step in the campaign's continued evolution, we wanted to bring different stories to life from throughout the STS community - unique and personal 'YESTORIES' from students, faculty, and alumni who have said YES to STS in their own way, and can speak to the difference this has made in their lives. These stories will enable STS to connect internally and externally through human stories of resilience and evolution.

DIGITAL ADS



VIDEOS



BEHIND THE SCENES

