

ADVERTISING BRIEF

SVCC 2023

- We need to refresh our advertising designs from previous looks.
- This brief outlines previous ads, current ads and suggestions for new looks.
- Over the next 3 pages there are examples of older ads prior 2021, then the more future style ads featuring students in future career looks.
- Finally the current ads - these are just simple designs I've done to get ads online.

Ad styles from 2019 to 2021



Discover the Difference



Southern Vales
Christian College

DISCOVER THE DIFFERENCE

Principal's Tours
MARCH 18 • ALDINGA
MARCH 19 • MORPHETT VALE

BOOK NOW





A safe and caring school

Discover the difference at
Southern Vales Christian College

Principal's Tours
Now on, book
your place!



Ad styles from 2021 to 2022/23



**HAPPY
CHILDREN
ENJOY
LEARNING**
& **ACHIEVE BETTER RESULTS**




Southern Vales
Christian College




Southern Vales
Christian College

**GIVE THEM A
GREAT START
AND THE SKY'S
THE LIMIT**







**FUTURE ROBOT
ENGINEER?**




Southern Vales
Christian College

Current style - not really locked in.
Running this sort of ad in August and Sept 2023

**Southern Vales Christian College**
Sponsored · 




Give your child a great start and book a Principal's Tour at Southern Vales Christian College.
[...See more](#)



**HAPPY STUDENTS
GREAT RESULTS!**


Students achieve more at a school when they are happy. That is why Southern Vales has a strong anti-bullying policy where students are valued, respected and cared for.

**Southern Vales Christian College**

**Principal's Tours
Book Now**

Southern Vales is a Christian school with two campuses in the southern areas. Aldinga and Morphett Vale. Both campuses offer a student focused approach to your child's education.

DIALS +61 8 8488 0000
Southern Vales Christian College

 **Call now**

**Southern Vales Christian College**
Sponsored · 



Book a tour and find out why so many students and parents choose Southern Vales.
[...See more](#)

**VALUES
RESPECT
ACADEMICS**

Students achieve more at a school when they are happy. That is why Southern Vales has a strong anti-bullying policy where students are valued, respected and cared for.

**Southern Vales Christian College**

PRINCIPAL'S TOURS NOW ON
BOOK ONLINE AND DISCOVER
THE DIFFERENCE



Examples of other school ads



Facebook and Twitter icons in the top left corner.

GOLDEN GROVE LUTHERAN PRIMARY SCHOOL

Discover what makes us special

Principal Tours 2020

9:30am-10:30am

11th March
13th May
5th August
28th October

Richardson Drive, Wynn Vale
p | 8282 6000
e | office@goldengrove.sa.edu.au
w | www.goldengrove.sa.edu.au

PRINCIPAL TOURS

27 OCTOBER

31 OCTOBER

Discover more at
nativity.catholic.edu.au



School of the
NATIVITY



RIVERSIDE
GIRLS HIGH SCHOOL

BOOKINGS NOW OPEN

Principal Tours



Ignatius Park College

PRINCIPAL SCHOOL TOUR

BOOK NOW



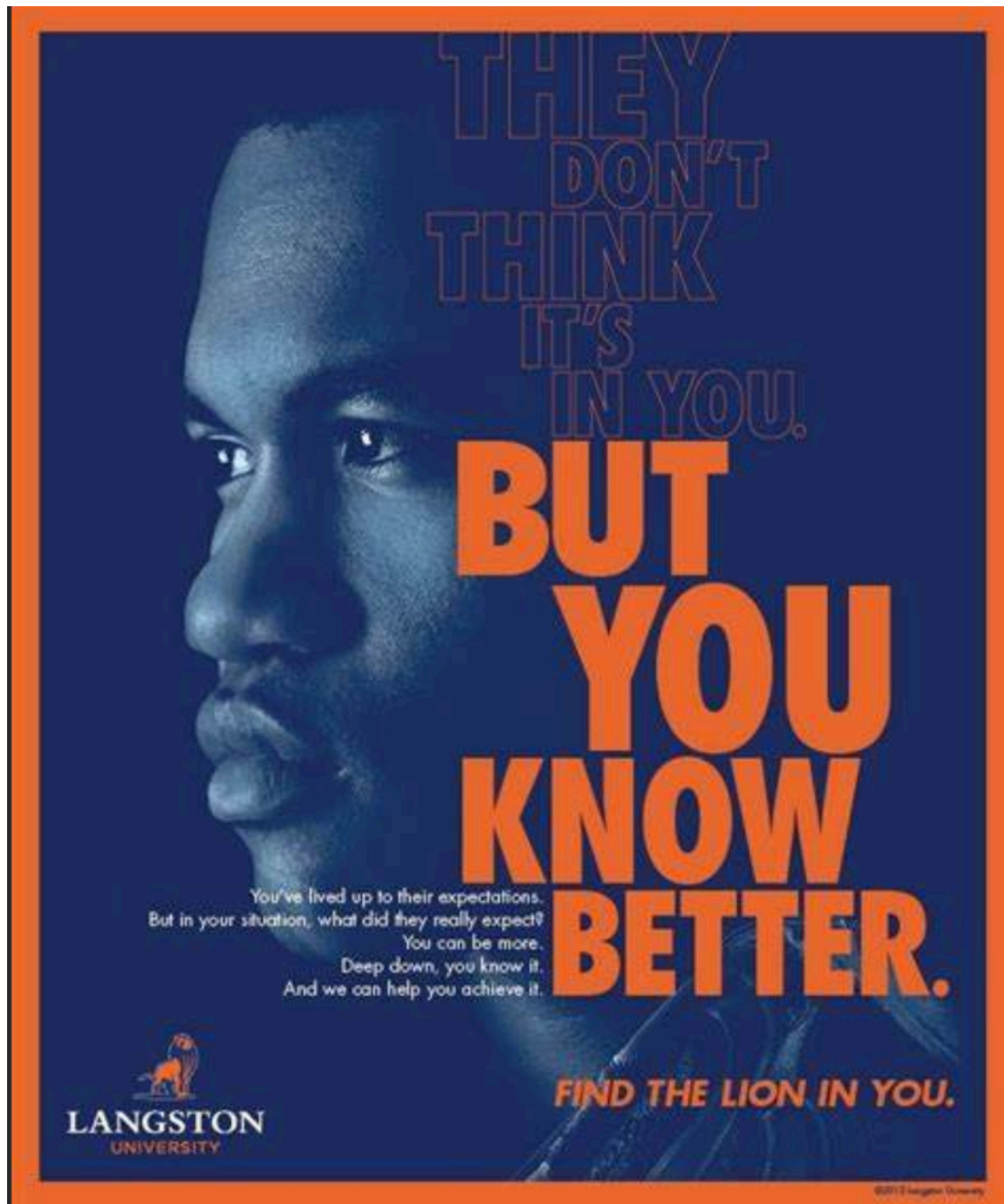
Going forward we need to give our ads a refreshed look.

- Our audience is primarily female aged 25 to 49
- We need to create a look that stands out - Notice the one thing in common - that most school ads have - a student or two in image or the Principal followed by boring, generic text
- If you were to take any school logo and place them on the usual ads the school use, you would not notice any real difference. This is the challenge - to create a school ad that is uniquely SVCCs.
- Sometimes it pays to look over other industry advertising to generate fresh thinking. I've included some ideas following

Examples that stand out



This ad is clean and has a simple design that makes it stand out. It follows good structure - message at the top with strong visuals.



Great use of colour and strong images that allows the headline to sit over the photo without hiding the image

General thoughts, ideas, headings.
I've detailed some ideas and some headlines to use as a starting point.
Please use current student photos - see Zeph for those images.

Idea - strong heading/font. One or two words with a strong image
Idea - Big headline, use colour - image?

HEADING	SUB HEAD
HAPPY STUDENTS ENJOY LEARNING	At Southern Vales you child is valued, respected and cared for.
Values	Helping your child navigate and prepare for their future.
Faith and Focus	Give your child a great start!
Academic Excellence	Not just a score, but a whole educational approach
Don't let your child be just a number.	At Southern Vales your child is never just a number, but a valued member of our community
Stand out!	Encouraging Creativity