

SITUATION

The Meritas Family of Schools is a worldwide family of college preparatory schools with the mission of maximizing student potential. This pre-kindergarten through 12th grade network of schools has locations throughout the Americas, Europe and Asia. When they came to I Imagine Studio, Meritas was looking to increase the enrollment rate by outlining a concern and proposing solutions for the Educational System in America today while at the same time, educating readers about the school.

 2026

RESEARCH

The client provided IIS with insightful research and copy to develop brochure and DVD.

Did you know...

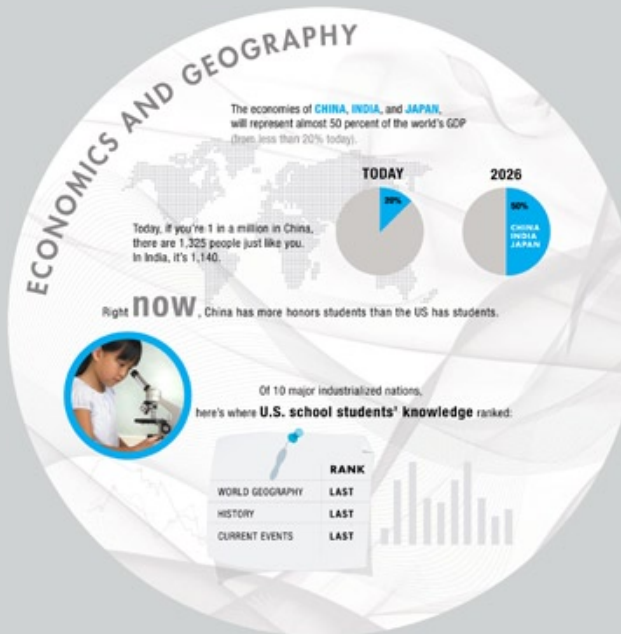
- America is ranked last among leading industrialized nations in the students' knowledge of geography, history, and current events
- 2026 is the year when our pre-Kindergarten students will enter the workforce
- The top 10 jobs that will be in demand in 2026 do not exist today
- Today, China has more honor students than the U.S. has students
- 1.5 exabytes of unique information will be generated worldwide this year, that's more than in the previous 5,000 years put together



IMPLEMENTATION

In order to develop this brand message, I imagine Studio created an informative and futuristic brochure and a produced motion graphics presentation. The brochure highlighted the importance to keep up with today's complex, fast-paced global society. The brochure and DVD are aimed at challenging parents to start thinking early on about the future of their child.

While I imagine Studio ran into several roadblocks including a compressed time frame and a limited budget, we succeeded in creating a unique piece that would direct attention to Meritas' effort to reach educational excellence and at the same time underline the distinctive style of the school.



- Only about 50% of high school students study a foreign language.
- The majority never go beyond the introductory level.
- Few U.S. students learn languages that large numbers of people speak - such as Chinese (1.3 billion speakers).

Teaching about the rest of the world in schools focuses on the superficial: food, fun, and festivals. Today, we need a **deeper understanding** - such as how regions and cultures have developed and how they interconnect.

Children are **global citizens** now. They must learn to think and act that way.

"We need the ability to work with people from different cultures and communicate in languages other than English."

Former Lockheed Martin CEO

WHAT DOES THIS ALL MEAN?

At North Broward Preparatory School we are preparing our students to:

- Be the highest achievers amongst their peers across the world.
- Live happily in a complex, fast-paced global society.
- Find meaning in their lives, and contribute positively to the lives of others.

They will carry a toolbox of skills comprising:

1. CRITICAL THINKING
2. PROBLEM SOLVING
3. GLOBAL UNDERSTANDING

And the desire to keep learning.

GLOBAL UNDERSTANDING

CRITICAL THINKING

PROBLEM SOLVING

'Hands-on Science'

introduces the scientific method at an early age through simple experiments and nature studies that stimulate children's natural inquisitiveness.

Very quickly our students become more discerning in their analysis of the world of information bombarding their senses. They instinctively look for bias, as well as being sensitive to the lens through which they're looking.