

InspirED

2022 Brilliance Awards

24. Social Media Campaign

Snowy Mountains Grammar School (SMGS)

Let's Explore Kindergarten Readiness Program Campaign

Artwork and concept: Mike Shankster

Story copywriting and social media graphics: Sarah Elliot

The Story:

Wonder Wombat, the star of our campaign, was the initial concept for a mural in the Junior School courtyard. Designed by local artist and muralist Mike Shankster, the School went with his second concept, a landscape for the mural.

We revisited the Wombat concept and asked Mike if he could digitise his original works. We felt this was a perfect focus for our Kindergarten Readiness campaign as Wonder reflected our spectacular region's landscape, flora, and fauna and our students' spirited, genuine and curious nature.

With the wombat complete, we turned to Wonder's story and how we could package it into a meaningful and memorable campaign.

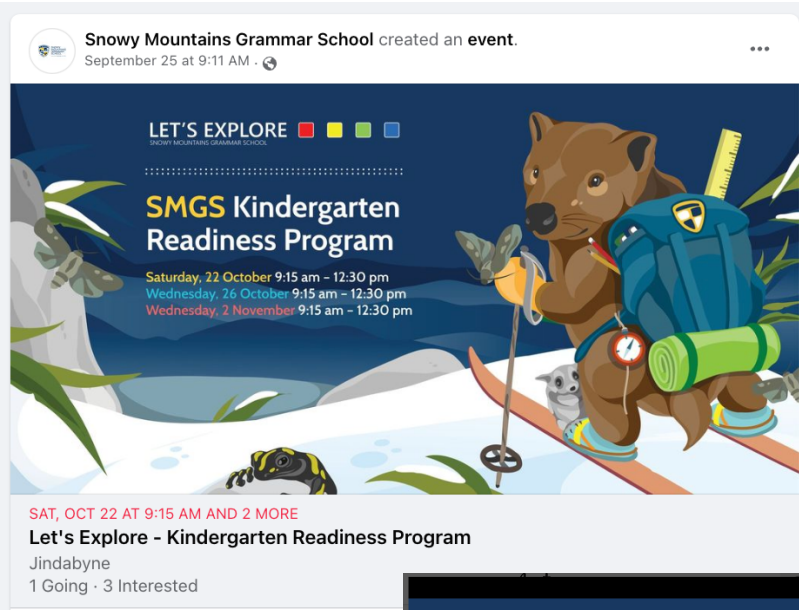
Graphic Designer, Sarah Elliot, crafted the story of an inquisitive wombat eager to start his BIG SCHOOL learning journey at SMGS! The story followed Wonder's preparation for Let's Explore, the SMGS Kindergarten Readiness program.

We tied the experiences Wonder would have at big school to our Kindergarten program differentiators and elements.

Social tiles were made for each part of Wonder's story. These tiles were then published at 3-4 day intervals with a caption about an element of our Kindergarten program and a Call to Action (CTA) linking back to the registration page.

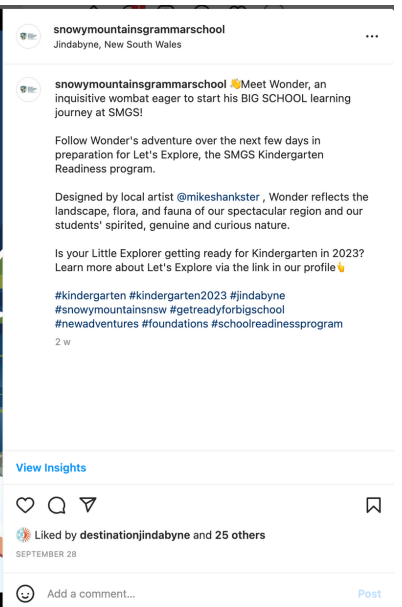
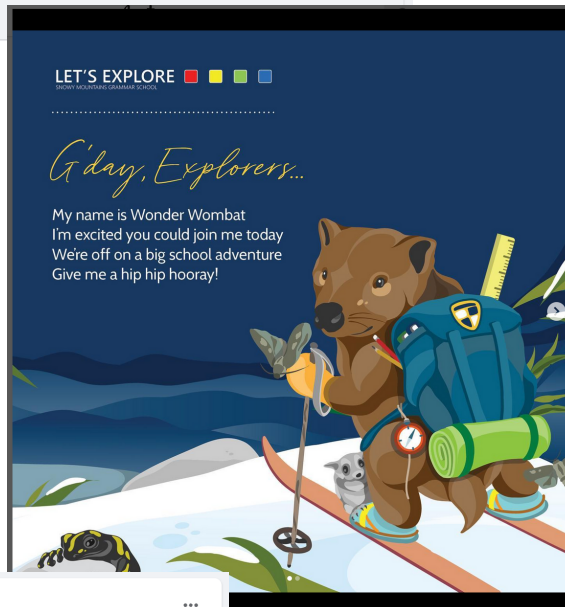


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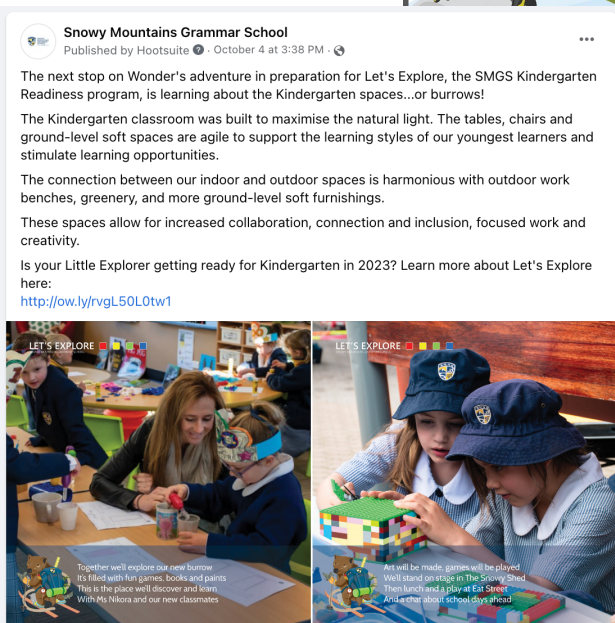


Facebook Event

Instagram



Facebook




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Snowy Mountains Grammar School
Published by Hootsuite · 5d · 🌐

Wonder Wombat has a natural love of learning and curiosity (just like your little one)! With this in mind, the SMGS Kindergarten program offers a supportive, nurturing environment with a balance of structured learning activities, developmental play and opportunities to explore...setting the perfect foundation for lifelong learning and development!

Just like your little explorer, Wonder is ready to investigate the wonderful world of Kindergarten and beyond!

Read more about... [See more](#)



LET'S EXPLORE

Well investigate the world around us
The mountains, animals and trees
And learn about different cultures
And countries from across the seas

Our minds will be filled with amazing new skills
We'll learn to count, read and write
We'll explore changes in the seasons
And what makes the daytime turn to night

[See insights and ads](#) [Boost post](#)

Facebook

Instagram Stories

Junior School 2w


👋 Meet Wonder Wombat

snowymountainsgrammarschool

LET'S EXPLORE

G'day, Explorers...

My name is Wonder Wombat
I'm excited you could join me today
We're off on a big school adventure
Give me a hip hip hooray!



snowymountainsgrammarschool 🐨 Meet Wonder, an inquisitive wombat eager to start his BIG SCHOOL learning jou...

#KINDERGARTEN2023

Art by @mikeshankster

Snowy Mountains Grammar School
Published by Brooke Darlington · 6m · 🌐

It's the final countdown to the first day of Let's Explore, SMGS Kindergarten Readiness program!

Wonder is excited to begin to read and write, build on essential early arithmetical skills, learn to solve problems creatively, have opportunities to sing, play instruments, and practice voice projection on stage. Wonder will look after plants and animals in science and learn more about the wider world.

Read more about Wonder's journey to Kindergarten here:
<http://ow.ly/l7el50LbBlv>

Is your Little Explorer getting ready for Kindergarten in 2023? Registrations are still open for Let's Explore, which begins this Saturday. Learn more here
<https://www.smgs.nsw.edu.au/event/lets-explore-day/>



LET'S EXPLORE

Our days will be filled with discovery
As we experiment with fiction and fact
We'll write our own stories and recounts
And with numbers we'll add and subtract

So much to do and so much to explore
I hope that your day is filled with fun
We'd better get started, are you ready, let's go
Your SMGS adventure has only just begun

Facebook





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G'day, Explorers...

My name is Wonder Wombat
I'm excited you could join me today
We're off on a big school adventure
Can you give me a hip hip hooray!

Together we'll explore our new burrow
It's filled with fun games, books and paints
This is the place we'll discover and learn
With Ms Nikora and our new classmates

Art will be made, games will be played
We'll stand on stage in The Snowy Shed
Then lunch and a play at Eat Street
And a chat about school days ahead

Our minds will be filled with amazing new skills
We'll learn to count, read and write
We'll explore changes in the seasons
And what makes the daytime turn to night

We'll investigate the world around us
The mountains, animals and trees
And learn about different cultures
And countries from across the seas

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