

Gradia commercials

Assignment

Assignment for Commercialpolis

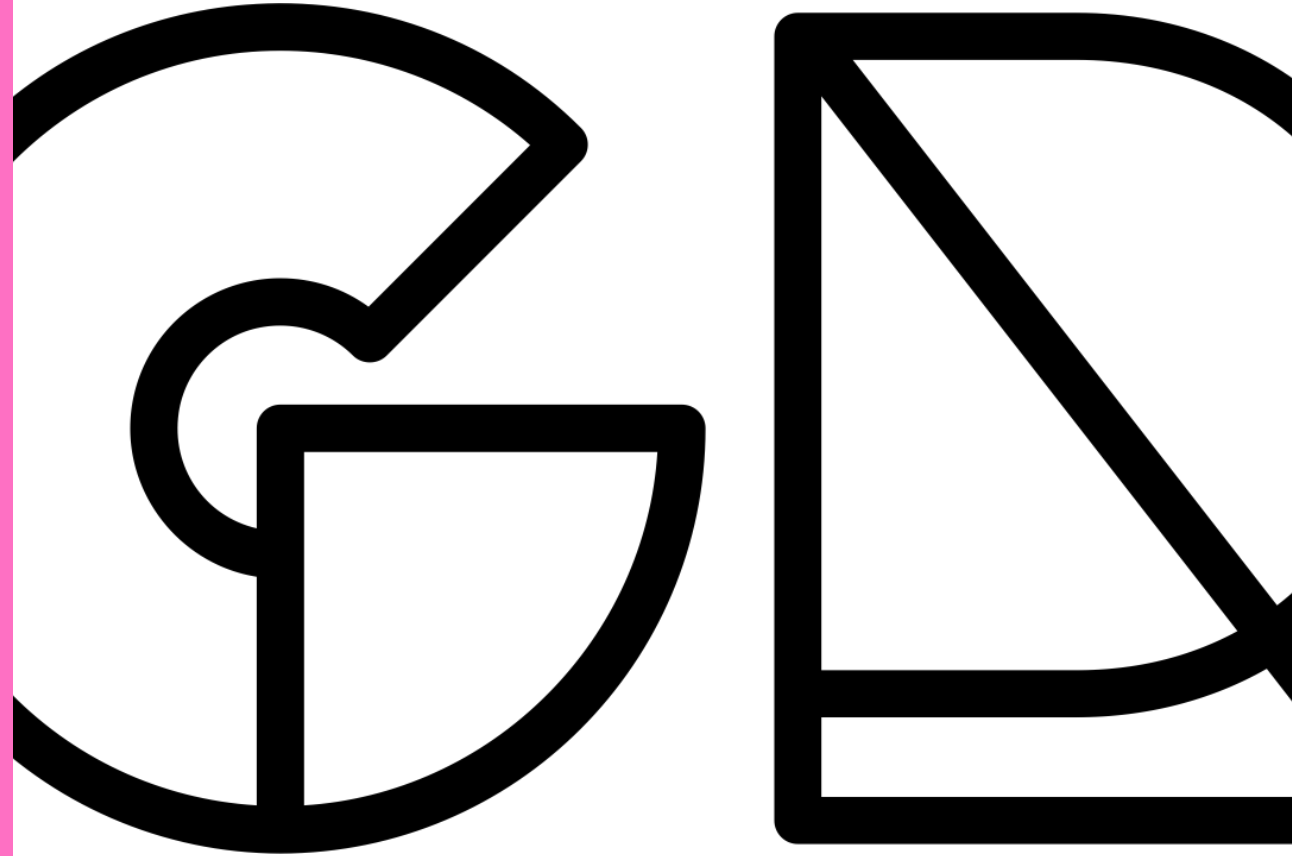
Jyväskylä, March 12 2018

Niina Luttinen



Jyväskylän Educational Consortium Gradia

Gradia renews learning and working life. We provide students of all ages as well as corporate customers with opportunities to develop their competence and business. We have more than 24,000 students and a staff of about 1,100.



Schools, Colleges and Services

Vocational Education



Gradia Jyväskylä
Gradia Jämsä

Upper Secondary Education



Gradia General Upper Secondary Schools:
Jyväskylän Lyseo Upper Secondary School
Schildt Upper Secondary School Jyväskylä
Upper Secondary School for Adults

Services for Partners



Working Life and Business
Services
Gradia Education Services Ltd

Assignment:
C o m m e r c i a l
Voices on Finland –
Faces of Gradia

Make a commercial that reflects Gradia's new brand and corporate identity by telling our story and showing the faces of Finland, voices of Gradia. Every video should reflect's Gradia's customer pledge which is **keep upgrading (astetta enemmän in Finnish). The video should include our hashtags **#keepupgrading** and **#gradiafi****

Gradia's customer pledge stems from our strategic vision which challenges us to stay up-to-date and keep upgrading our way of working. Customers whether it be a young student, an adult student or a corporate customer are key to us.

Visual identity is a part of the corporate identity but the number one thing in branding comes from people and how we do our job every day, in every encounter. What is our attitude, our passion and energy? See next page for more inspiration.

Let's do this together

Can do!

Having guts

Feelings

Go the extra mile

Taking responsibility

New ideas

Joy of learning

Attitude

Keep upgrading
(customer pledge)

Customer value

People

Support

Look and feel

How can I help?

Life in Gradia

Love for what you do

Dreams

Energy

Entrepreneurship

Inspiration

Connections

Deliverables needed from each group

- **A commercial video of 30-60 seconds to promote and build the corporate identity of the recently launched brand Gradia**
- **A making of/behind the scenes video that will tell the story of your process**
- **A short oral presentation of your work and concepts**
- **Agreements and permissions forms**

Guidelines

Target group: potential students (young and adults) who are looking for a study place

- **The clips must be in mp4**
- **The resolution must be 1080p**
- **The naming has to be: Gradia_nameyourclip**
- **This clip has to be uploaded on usb memory stick given to your group**
- **Spoken comments/interviews have to be in English or with subtitles**
- **Add 2 seconds of black at head and tail of your final edit**

Guidelines

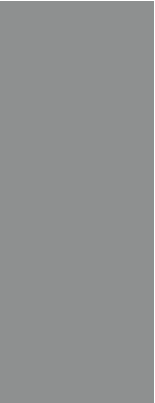
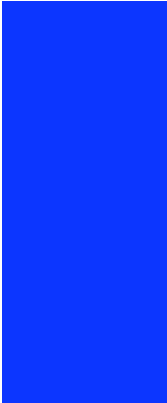
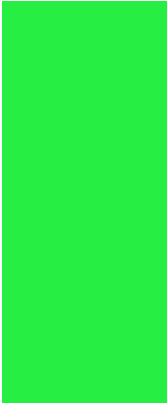


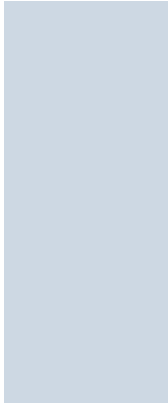
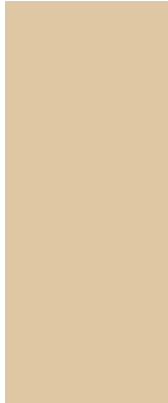






Presentation

- **The presentation in Jyväskylä should take 10' and must include :**
 1. **Introduction of the group (names, occupation, skills, ...)**
 2. **the creative process (idea, focus, target group relevance, ...)**
 3. **the final work**
 4. **the added value for Gradia**

Material available

- **Gradia logos in various colours, Gradia's hashtags on a memory stick**
- **Gradia brand colours**
- **If you use music, use only free music**
- **Video permission forms**

Gradia Brand Colours

R 142	R 12	R 38	R 36	R 87	R 205	R 224	R 63	R 243	R 250	R 230	R 254	R 161
G 144	G 54	G 238	G 205	G 105	G 216	G 199	G 204	G 224	G 189	G 44	G 112	G 217
B 144	B 255	B 66	B 112	B 70	B 227	B 163	B 176	B 51	B 176	B 49	B 195	B 190
												

GRADIA