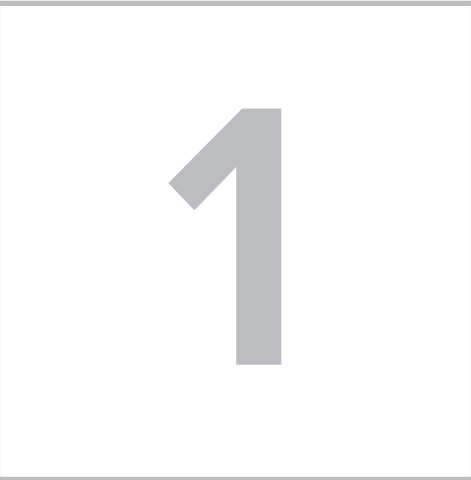


MARKETING CREATIVE

ILA PROGRAM AD CONCEPTS



LITERACY IS FOR LIFE

Overview:


Combines copy with illustration to create a fun, graphic representation of the tagline, “Literacy is for Life.” The illustration, which shows students interacting with the tagline, conveys the story that students are actively engaged with their own learning. Copy supports the concept that MHE K–12 ELA is for all teaching styles and students. Instruction can be delivered from basal to balanced literacy, while serving students regardless of proficiency, ability, or language. The CTA includes the booth number and offers a mysterious hint at the special guest.


Copy:

Here’s how you bring excitement into your ELA classroom.

Support every student’s learning potential and every teacher’s instructional preference. From basal to balanced literacy, our K–12 ELA curriculum is built for all levels of student proficiency, ability, and language. McGraw-Hill Education is the ELA curriculum partner you’ve been looking for.

Visit Booth #629
(Can you keep a secret? There’s a very special big blue guest on Saturday!)





≡ is for Life ≡

**Here’s how you bring excitement
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2

LET'S GET TO WORK

Overview:

Photography displays students in various poses that convey their desire to “get to work” in the classroom. These photos, combined with the tagline “Literacy is for Life,” convey the idea that students are ready and willing participants in their learning. Copy supports the concept that MHE K–12 ELA is for all teaching styles and students. Instruction can be delivered from basal to balanced literacy, while serving students regardless of proficiency, ability, or language. The CTA includes the booth number and offers a mysterious hint at the special guest.

Copy:

Literacy is for Life
So Let's Get to Work

It's time to give your ELA classroom the tools it needs to succeed. Support every student's learning potential and every teacher's instructional preference. From basal to balanced literacy, our K–12 ELA curriculum is built for all levels of student proficiency, ability, and language. McGraw-Hill Education is the ELA curriculum partner you've been looking for.

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Literacy is for Life



**SO LET'S
GET TO
WORK**



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WORD HERO

Overview:

A compilation of words that relate to ELA (Teach, Personalize, Listen, Specialize) are used as a headline, with a select portion of each word being highlighted to display the core ELA message that “Each Person (student) Is Special.” This headline presents one line of copy with two meanings to capture the reader’s interest. The body copy supports the concept that MHE K–12 ELA is for all teaching styles and students. Instruction can be delivered from basal to balanced literacy, while serving students regardless of proficiency, ability, or language. The CTA includes the booth number and offers a mysterious hint at the special guest.

Copy:

TEACH. PERSONALIZE. LISTEN. SPECIALIZE.
Literacy is for Life

Support every student’s learning potential and every teacher’s instructional preference. From basal to balanced literacy, our K–12 ELA curriculum is built for all levels of student proficiency, ability, and language. McGraw-Hill Education is the ELA curriculum partner you’ve been looking for.

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CONNECT WITH HEART

Overview:

An image of word bubbles creating a heart conveys the message that social emotional learning is education with heart. The subhead explicitly communicates this idea. Copy supports the concept that MHE K–12 ELA is for all teaching styles and students. Instruction can be delivered from basal to balanced literacy, while serving students regardless of proficiency, ability, or language. The CTA includes the booth number and offers a mysterious hint at the special guest.

Copy:

Educate the mind and fill the heart with social emotional learning.

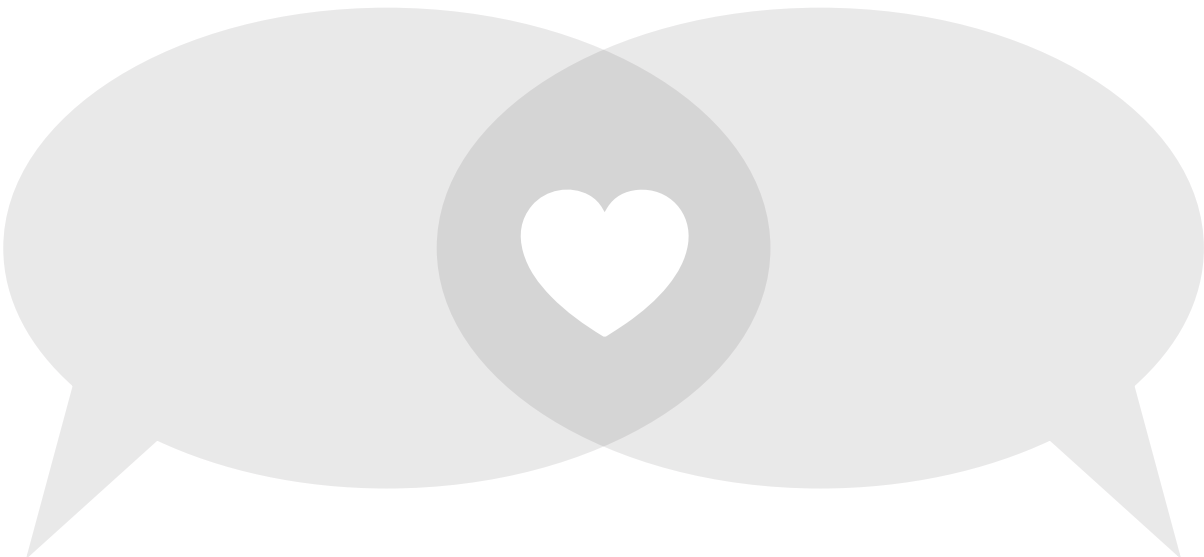
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COMPARISON

Concept 1

LITERACY IS FOR LIFE

Mc
Graw
Hill
Education



LITERACY

≡ is for Life ≡

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Concept 2

LET'S GET TO WORK

Mc
Graw
Hill
Education

Literacy is for Life



**SO LET'S
GET TO
WORK**



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Concept 3

WORD HERO

Mc
Graw
Hill
Education

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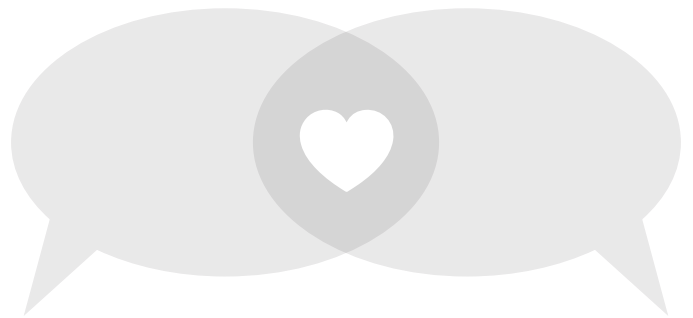
Concept 4

CONNECT WITH HEART

Mc
Graw
Hill
Education

LITERACY

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MARKETING CREATIVE

ILA PROGRAM AD DESIGN 1

BRAND INSPIRATION

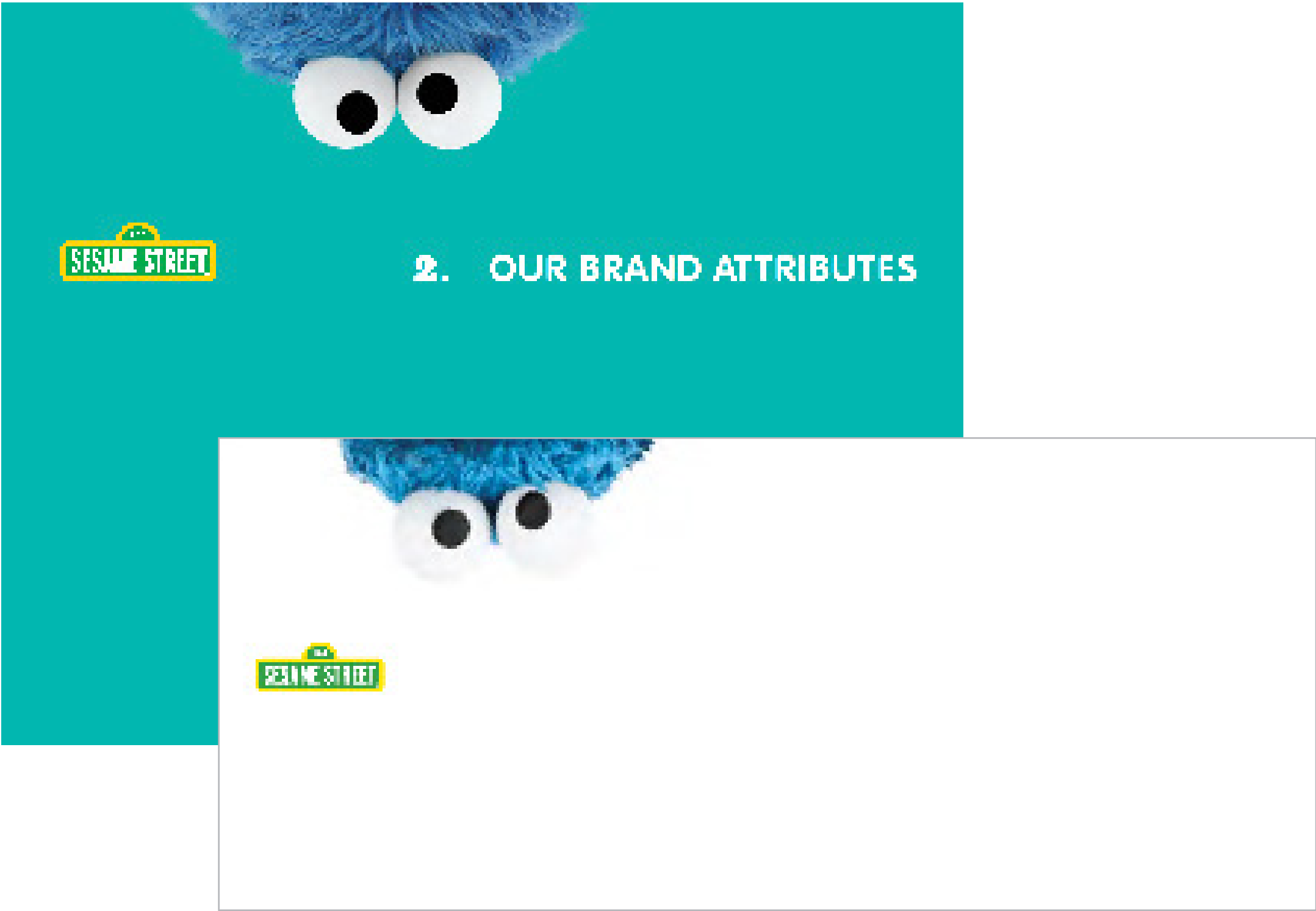
SESAME STREET COLORS



MHE COLORS




COOKIE MONSTER



ASSETS FROM BRAND STYLE GUIDE

COOKIE MONSTER AD

White



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mheducation.com/literacyisforlife

Word of the day: Cookie! Booth of the day: 629

Visit booth 629 on Saturday to meet a special blue, fuzzy guest—and eat cookies!

Yellow



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Seafoam



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Orange



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MHE BRAND AD

Yellow



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Orange



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MARKETING CREATIVE

ILA PROGRAM AD DESIGN 2

COOKIE
MONSTER AD



OPTION A



**TEACH.
PERSONALIZE.
LISTEN.
SPECIALIZE.**

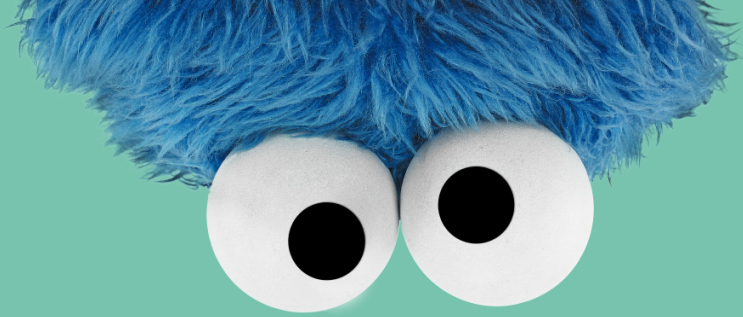
**LETTER OF THE DAY: C
NUMBER OF THE DAY: 629**

Visit booth 629 on Saturday to meet a special blue, fuzzy guest—and eat cookies!

Support every student's learning potential and every teacher's instructional expertise. Our ELA solutions are built to foster a love of literacy at all levels of proficiency, ability, and language.

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OPTION B



**TEACH.
PERSONALIZE.
LISTEN.
SPECIALIZE.**

**LETTER OF THE DAY: C
NUMBER OF THE DAY: 629**

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MHE AD

2

OPTION A



TEACH.
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SPECIALIZE.

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OPTION B



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MARKETING CREATIVE

ILA PROGRAM AD FINAL

TEACH.
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Visit booth 629

Enjoy cookies and a special guest on Saturday!

Support every student's learning potential and every teacher's instructional expertise. Our ELA solutions are built to foster a love of literacy at all levels of proficiency, ability, and language—because **literacy is for life.**

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