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ACADEMY OF MENTAL
ARITHMETIC

AMAKIDS

YOUTUBE CHANNEL



- to help launch a Youtube Channel and to plan concrete video content for marketing, for better visibility and for attracting more customers

CASE

STRATEGY

- New video every week.
- Every video matches with the idea of complimenting parents' wishes.
- Goal is sharing new instruments for independent work of children.
- Videos are supportive and easily accessible for children.
- The channel will be visually in line with the colouring of Ama Kids.
- Focus groups: Ama Kids teachers and children, alumnis, potential customers: children and potential workforce





- Introductory tour around the centre
- Structure: hand-held filmed 2-3 minute video with excited Ama Kids representative first explaining what they do there and why everyone should join the courses Ama Kids centre offers, and then showing the premises and children playing.

FIRST VIDEO: WELCOME TO AMA KIDS



- Children playing and showing their results.
- Structure: 10-15 minute video of the Ama Kids services to show children and teachers together as an advertisement of the center. Also inserted short comments from the teachers about the advantages of the programme and being especial teachers.

SECOND VIDEO: RECORDS



- Advice for parents on how to support children to learn better.
- Structure: approachable, warm but also informative 4-5 minute video for parents to learn how to help their children to learn, especially during this crisis we are living in.

THIRD VIDEO: PARENTAL ADVISORY



- To form an interactive game or quiz with viewers. Idea is to interact with kids in the video comments and to engage the audience in a fun way.
 - Structure: 1-2 minute video quiz asking for comments below in due time.
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FOURTH VIDEO: INTERACTIVE GAME ON YOUTUBE



- Professional talking about the importance of learning , the advantages of using Ama Kids net and mental arithmetic education.
- Methodologies which are used for teaching.
- Structure: 1-2 min video with a teacher toward the children who is describing how, what and when they are going to study

FIFTH VIDEO: PEDAGOGICAL PROFESSIONAL SUPPORT FOR PARENTS



- Competition with winning prices.
- Structure: this is a video asking children to draw an ideal Ama Kids; how does it look like? Parents can help, but the idea should be from children.

SIXTH VIDEO: GETTING FEEDBACK FROM THE CUSTOMERS



SEVENTH VIDEO: DISCUSSION WITH THE MINISTER OF EDUCATION

- Discussion or an interview with Ama Kids and the Minister of Education.
- Structure: talk-show-like setting for a two-sided discussion about their views of the political importance of teaching and children education for 10-15 minutes.



- Children of different age are asked to explain different difficult words or about different phenomenons that they are not familiar with.
- Structure: A short interview for 1 question “what do you think this ... means?” with a child one-by-one.

EIGHTH VIDEO: THE PHENOMENON OF CHILDREN’S OUTLOOK



- Provide the video of summer camp for next season (Bulgary, 2018; Murmansk region, 2021) a half of year before
- Feedbacks from children and/or parents
- Playing a local game with teachers
- Short demo-tutorials of Rubik's cube, speed reading for beginners
- Advertisement of a first free lesson
- Invitation to take a part in a competition

ADDITIONAL VIDEO IDEAS FOR THE FUTURE



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THANK YOU!