

## Oak Ridge Associated Universities

*Promotional Video*

In January 2009, Oak Ridge Associated Universities (ORAU) christened its new Center for Science Education, a 73,000-square-foot building housing a collaborative, technology-rich classroom designed to catalyze and modernize a new style of teaching. “We’re taking the research currently being conducted at one of the premier research laboratories and making it more accessible for students and teachers to incorporate in their everyday curriculum,” said ORAU Interim President and CEO, Homer Fisher.



### Challenge

ORAU needed to produce a grand-opening video to illustrate the driving purpose of the Center for Science Education of “educating educators.” They needed something stimulating and progressive to reflect the innovative vision behind the building.

### Solution

In the limited timeframe of 2<sup>1</sup>/<sub>2</sub> weeks, DoubleJay Creative activated immediately and partnered with ORAU’s public relations representatives to develop a creative concept. The bold message of potential was born: potential to improve the capabilities of educators; potential to promote cutting-edge science education; potential to transform traditional classroom instruction by utilizing modern technologies and new ways of learning.

The ORAU promotional video premiered at the Center for Science Education’s grand opening and now serves as a herald for ORAU’s fundraising objectives. Produced with precision efficiency and trademark professionalism, this video achieved ORAU’s goal as a powerful communications tool and is certain to provide an excellent return on their investment.

