

Lucy Moses School

Marketing Collateral

Lucy Moses is a respected school for arts education located on the Upper West Side of Manhattan, where providing school activities is big business. The school's course catalog is the primary promotional vehicle for classes geared to pre-school and school age children. Given that its design had to appeal to the parents and caregivers, we developed a campaign that treated "Lucy" as a friend and then created marketing materials that established "her" personality. Older children were invited to "spend a little time with 'Lucy'"—a line so effective that the school adopted it as a tagline.

Music, dance and theater for kids and teens at the Lucy Moses School

Spend a little time with

PLAYDATE

Lucy Moses School
KAUFMAN
CENTER
06|07

Movement, music and dance for preschoolers at the Lucy Moses School

Make a playdate with Lucy!

Lucy Moses School
KAUFMAN
CENTER
06|07