

12.20.13

Ohio ScienceFusion

Campaign Concepts

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Mission

- Reinforce HMH's position as a **leader in innovative K–12 educational solutions**, especially digital, and make strong visual and textual connections to Ohio and its science standards.

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- Promote Ohio ScienceFusion as the only K–8 science program on the market with **content specifically tuned to match Ohio standards**.

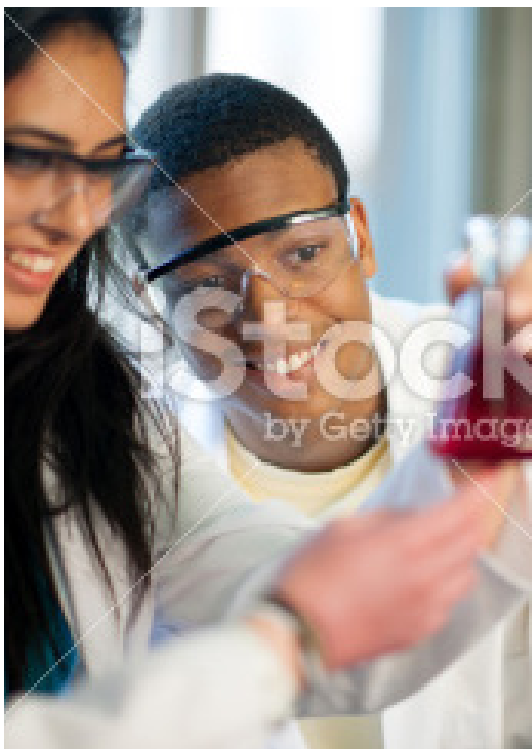
Mission

- Reinforce HMH's position as a **leader in innovative K–12 educational solutions**, especially digital, and make strong visual and textual connections to Ohio and its science standards.
- Promote Ohio ScienceFusion as the only K–8 science program on the market with **content specifically tuned to match Ohio standards**.
- Reinforce how **Ohio ScienceFusion's flexibility** allows teachers to teach science using their preferred methods for greater effectiveness.

Concept 1: Made for You



Made for You Mood Board



Made for You Flyer/Ad



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Made for Ohio Science Standards.
Made for You.



Discover what we've got in store for Ohio!
Stay tuned for more information.

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Made for You Premium Ideas



Coffee Mug

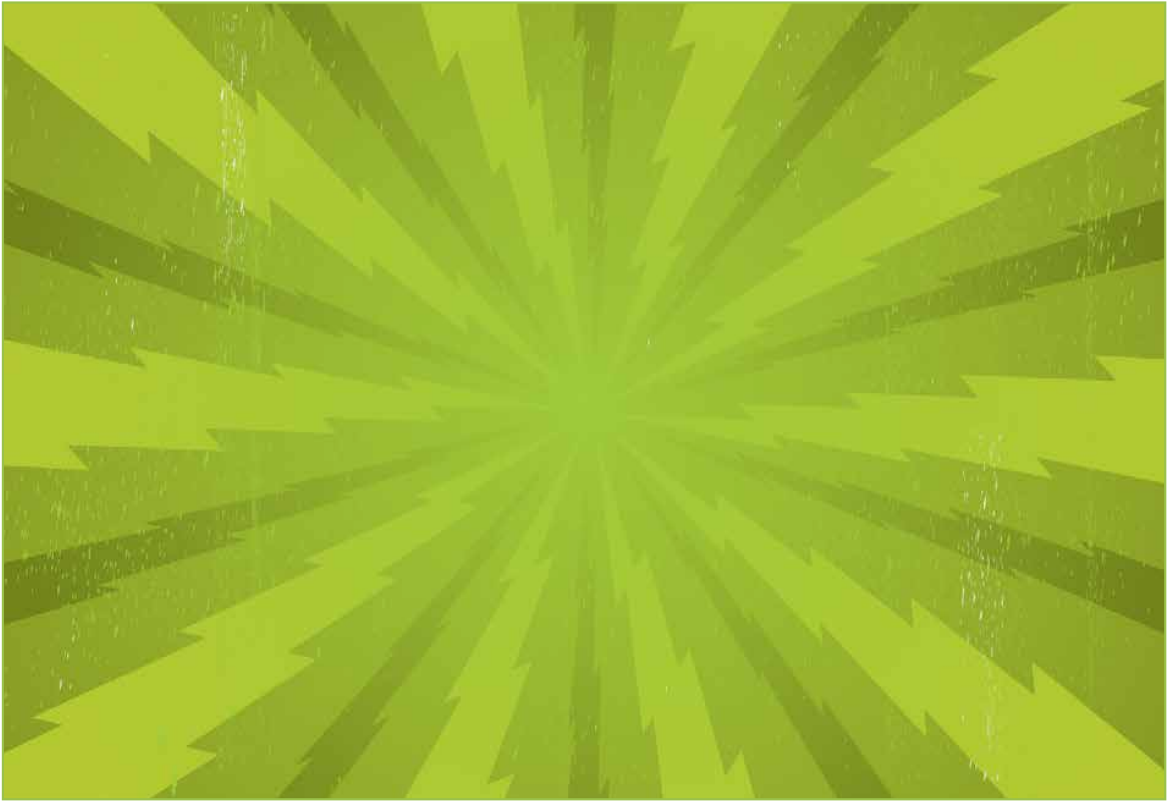


Recycled Bag

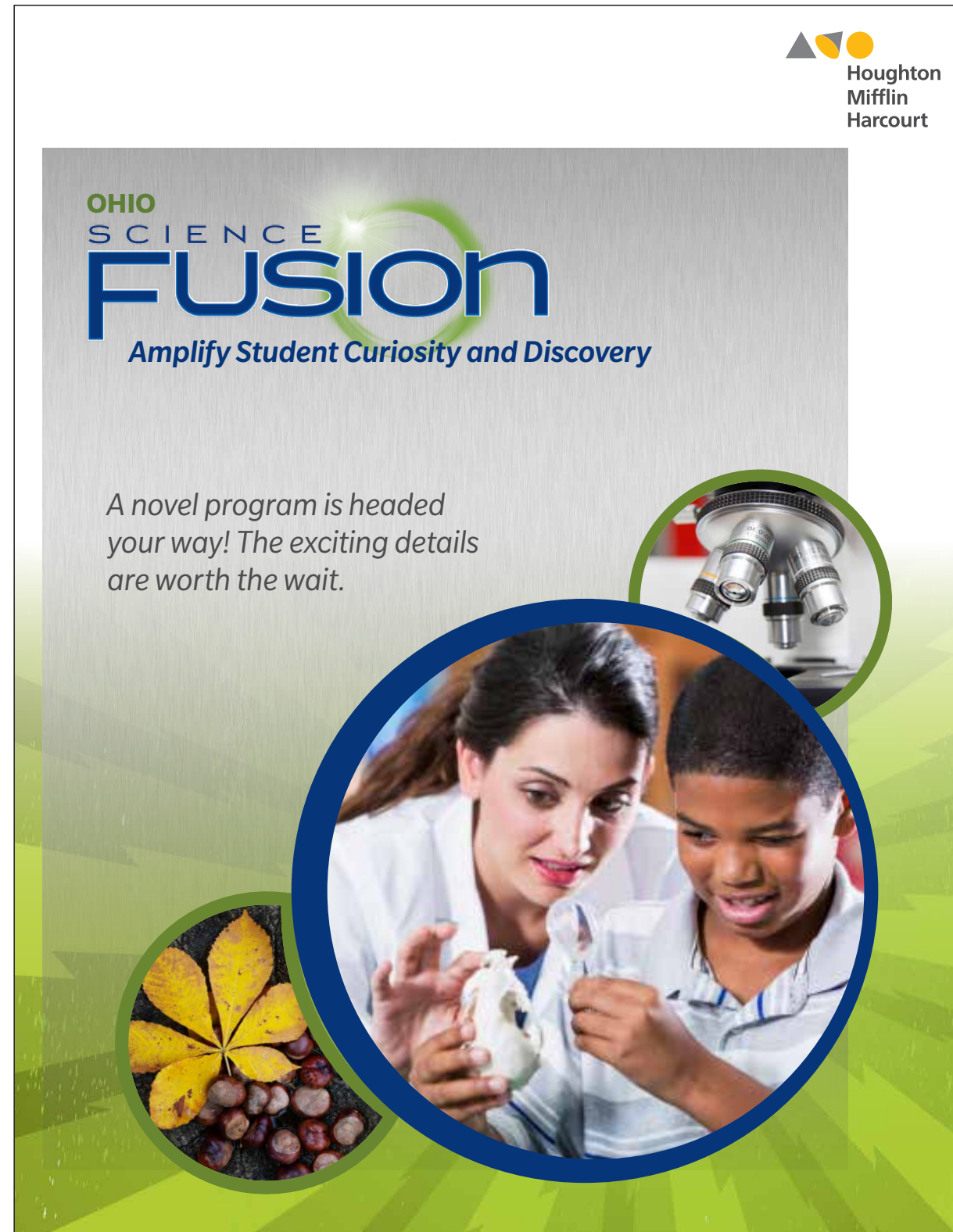
Concept 2a: Amplify Curiosity



Amplify Curiosity Mood Board



Amplify Curiosity Flyer/Ad



Amplify Curiosity Premium Ideas



Lightbulb Jar

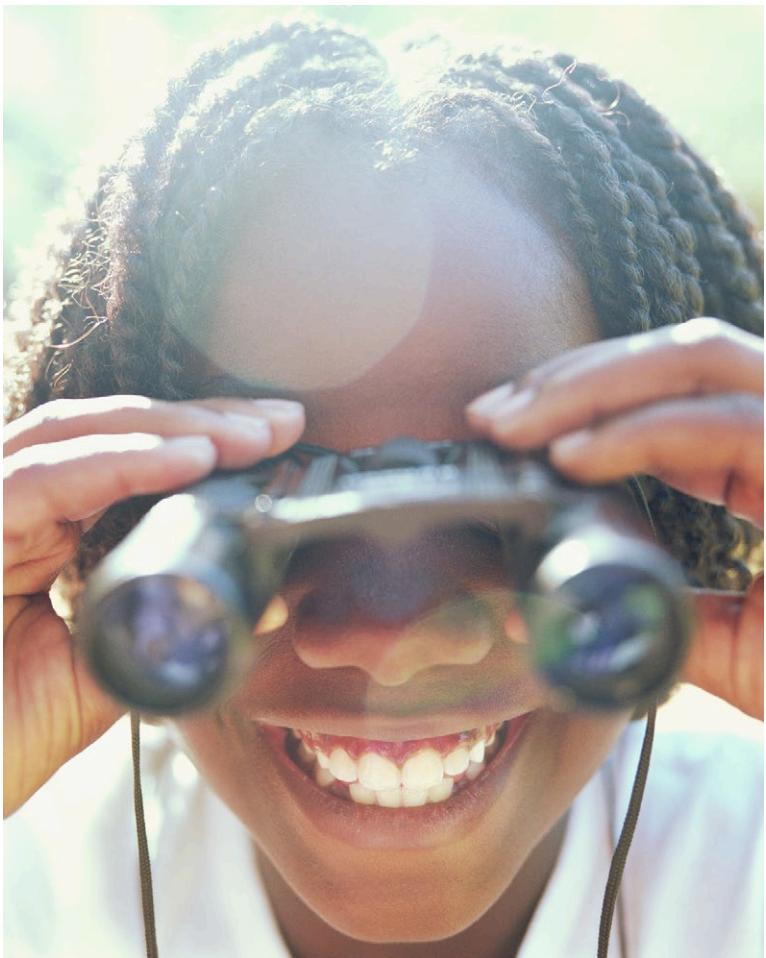


Lightning Bolt Pen


Concept 2b: Amplify Curiosity



Amplify Curiosity Mood Board

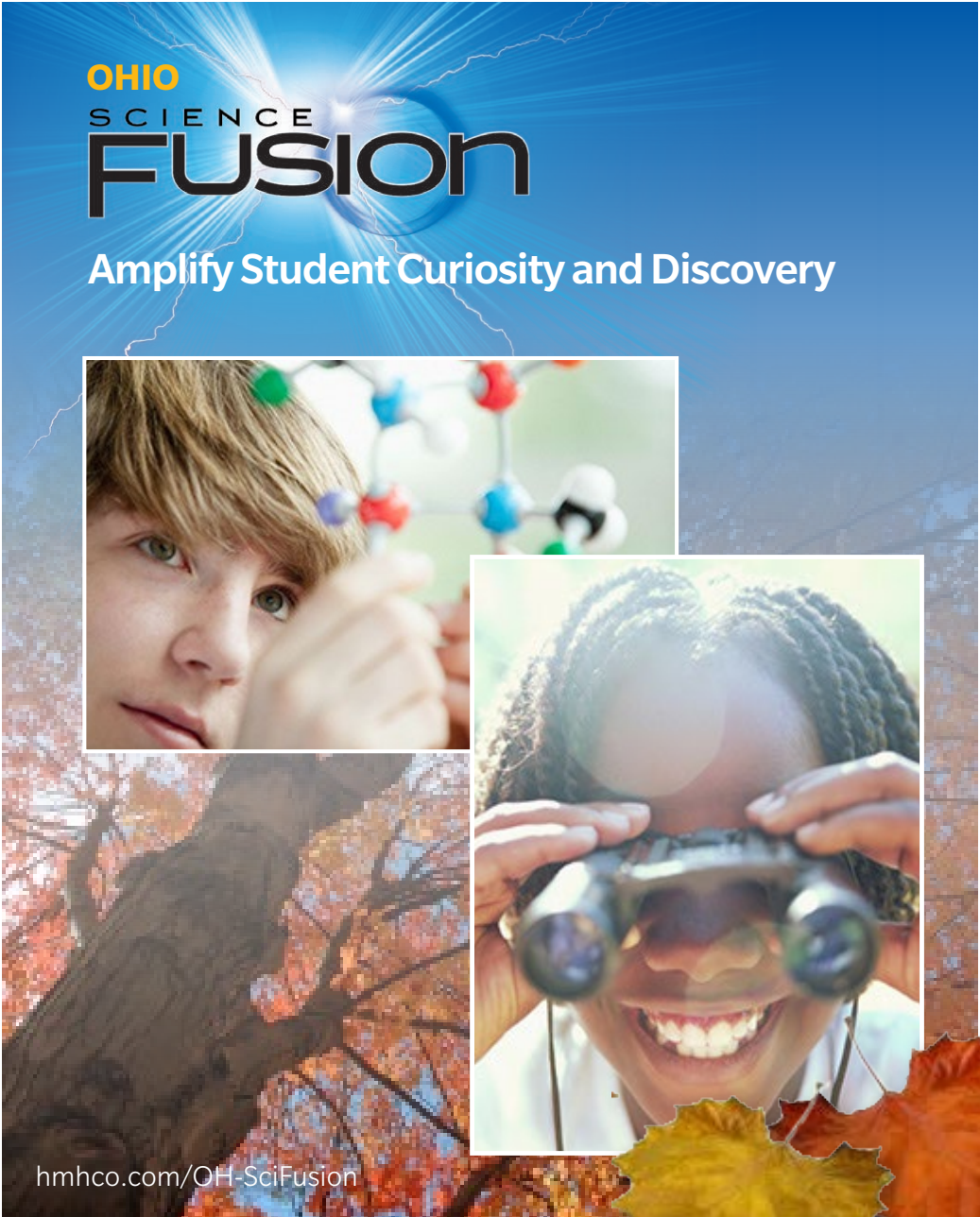


Amplify Curiosity Flyer/Ad



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OHIO
SCIENCE
FUSION

Amplify Student Curiosity and Discovery

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Amplify Curiosity Premium Ideas



Beaker Cup



Lab Cup



Magnifying Glass

Additional Taglines

Use *Your* Scientific Method of Instruction

The Elements of Personalized Instruction

Put Student Curiosity and Discovery on Stage

We've Built In the Standards. You Supply the Inspiration.



Houghton Mifflin Harcourt

Additional Premium Ideas



Wall Calendar



Microfiber Cloth

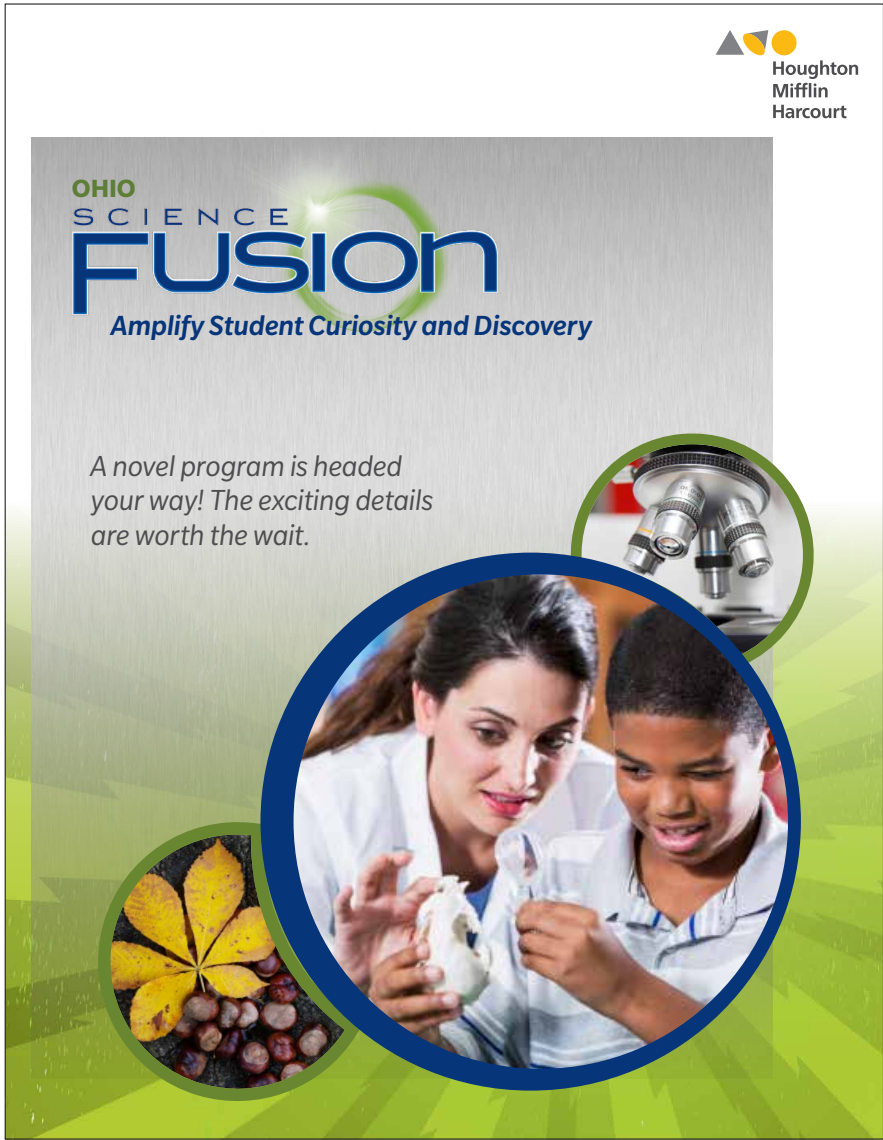


Stylus Pen and Card

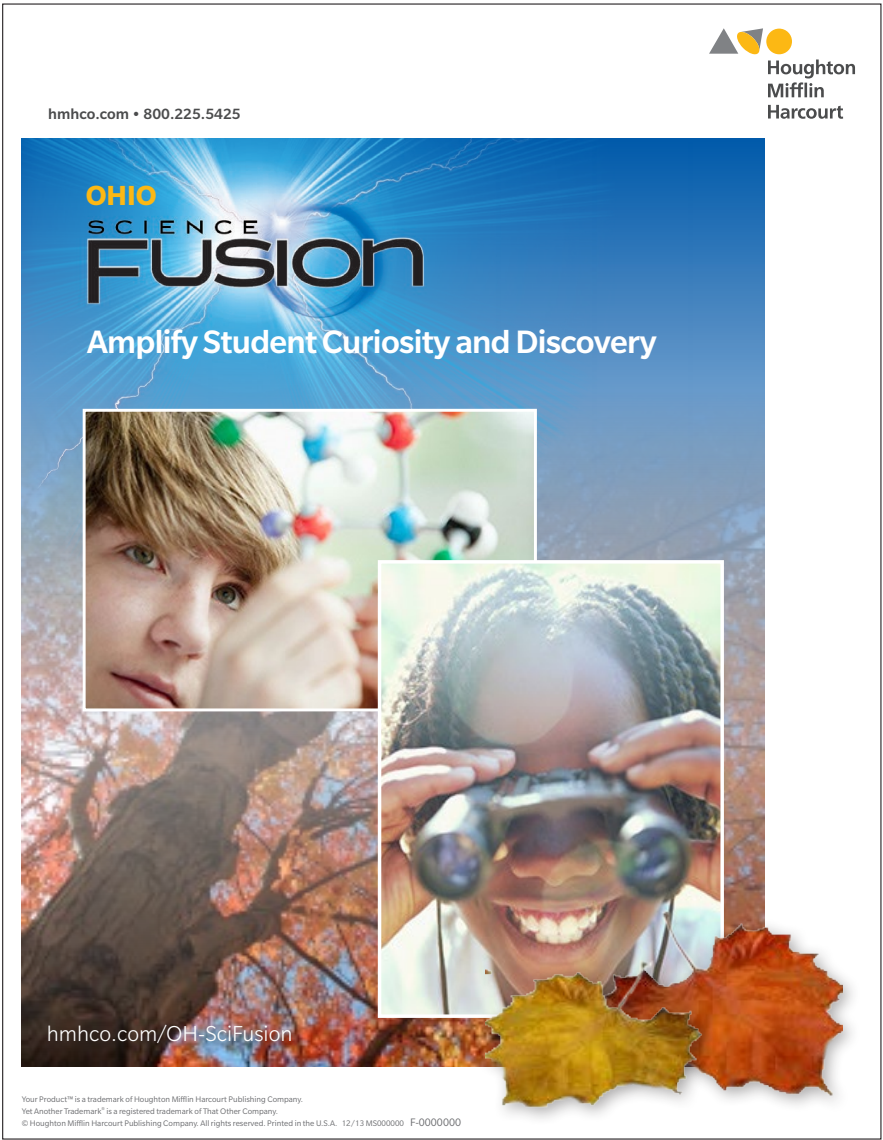
Recap



Concept 1



Concept 2a



Concept 2b