



Television/OTT/Streaming Single Ad (30 seconds)

Client: Connecticut State Department of Education

“Stressless College Planning”

Planning for life after high school can feel overwhelming for both students and their families. This campaign is aiming to change that by making the process clearer and less stressful through impactful TV and social media messaging that drives them to a landing page with “Six Quick and Easy Resources for Connecticut High School Students.”

[CLICK TO PLAY](#)

Credits:

CD/CW: Dom DeLoya

SVP Strategy & Production: Andrew Kesin

ACD/AD: Alan Duda

Editor: Adrienne Sullivan

Production Company: Plural Films

Exec. Producer: Steve Holm

Producer: Krista Manske

Director: Dom DeLoya

DP: Mike Welckle

Production Manager: Lily Schaak

Music/Mix: Massive Productions/Matt Berky

Color: Color Refinery/Rob Bessette

Special Thanks to the Band Students at Mounds View High School & Rebecca Allard