

Status	Content	Platform	Pillar/Theme	General Idea	Visual Direction (Style References) • Refresh if the photos are scattered	Storyboard / Moodboard (double click to expand)	Copywriting	Edu 360's Feedback	Link / End visuals						
Ideation	Video 1	META	The "Deep Focus" (Silent Mastery)	About the calm, cognitive development that happens when a child is fully immersed in a task. It proves that your environment fosters concentration, not just entertainment.	https://www.tiktok.com/@ittileighthschool/video/7324333831710854606	Hook/Scene 1: Headline: If you're wondering whether robotics class is just a trend... it's actually NOT. Scene 2: Headline: Builds Logical Thinking Subheadline: When a program doesn't work, children identify the issue, adjust the code, and test again. This builds structured problem-solving. Scene 3: Headline: Trains Deep Focus Subheadline: You'll also notice a high level of concentration. Coding and assembling require attention to detail, developing sustained focus over time. Scene 4: Headline: Creative + Structured Learning Subheadline: Creativity is guided by structure. Students design movements, solve challenges, and build step by step. Scene 5: Headline: Future-Ready Foundations Subheadline: Coding, robotics, and electronics build essential digital skills early, supporting future academic and career pathways. Ending Frame: Fade screen, Edu 360 logo CTA: Explore now	Robotics builds more than machines. It builds thinkers! Building their very first robot Writing real-world code Earning certifications that hold value for the future Developing essential 21st-century tech skills beyond the school curriculum Stronger logical reasoning. Sharpened deep focus. Future-ready digital skills. Explore robotics programs at EDU360 Academy Kota Damansara 15-3 Jalan PJU 5/11, Dataran Sunway,Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis Mall, Magicbox, TK Bakery KD) 03-61515360 011-62820116 (WA)	EDU360 should be branded as a one word in capital letters. i.e EDU360 Academy. Landmarks are to be updated to Sunway Nexis/Giza Mall, 65C Onco KD, TK Bakery KD.	Posted on 24/4						
Ideation	Video 2	META	Pillar: The "Vibe Check" (Atmospheric Credibility)	- Style of editing - Pop of color The goal here isn't to lecture the parents, but to show the environment. You want to capture the "flow state" kids enter when they are building something they're proud of. It proves the "superpower" without you having to say the word.	https://www.tiktok.com/@teedsfinha/video/7555750129267565458	Hook/Opening: Looking for something meaningful for your child? Scene 2: Technology can be a great start—when it's taught the right way. Scene 3: Learning here isn't just about staring at a screen. It's hands-on, interactive, and built around real projects they can be proud of. Scene 4: For ages 5-15, here's what your child can explore LEGO Robotics - Build and program robots to complete exciting challenges. Scratch Coding - Create their own games and bring stories to life through animation. Python Coding (Ages 12+) - Learn the fundamentals of real-world programming in a structured, supportive way. Scene 5: Let your child experience it for themselves Ending Frame: Fade screen, Edu 360 logo CTA: Book for your child now	The digital world is evolving fast. The real question is — are our children learning to keep up, or to lead? At EDU360 Academy, students explore real science, engineering, and mathematics concepts in ways they can see and touch. Book your robotics programs at Edu360 Kota Damansara 15-3 Jalan PJU 5/11, Dataran Sunway,Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis Mall, Magicbox, TK Bakery KD) 03-61515360 011-62820116 (WA)		Posted on 14/4						
Ideation	Video 3	META	The "Expert Guide" (Relatable Mentor)	Why Coding is Actually "Lego for the Brain" Instead of a silent montage, this is about Humanized Expertise. You (or a lead instructor) become the face of EDU360, breaking down a complex topic into a simple, "Aha!" moment for parents.	Cuti sekolah ni Abang Wan memang suka bawa anak-anak ke tempat yang b... TaTa	Voiceover: This place literally made my child forget about the video game I just brought my child to EDU360 recently, and I honestly didn't expect this reaction. From the moment the class started, full focus. No boredom. Just building and figuring things out. And it's not just a typical class where they sit and listen. Here, they actually build robots, write code, test their ideas, and improve them. Every class feels different because there's always something new for them to explore. The best part? I can see what they're learning. Problem-solving. Patience. Logical thinking. Even confidence when explaining their robotics to me after class. It's structured, but still fun. Challenging, but not overwhelming. And it's open for kids from 5 to 15 years old, so they can grow with the program as they get older. If you're looking for something meaningful for your kids to try, I'd really recommend checking this out. Okay, let's bring the kids and join a class here Ending Frame: Fade screen, Edu 360 logo CTA: Book for your child now	This school holiday, let your child create instead of just consume. Using internationally acclaimed LEGO® Education sets such as WeDo®, Early Simple Machines, Mindstorms® EV3® and NXT®, students explore real science, engineering, and mathematics concepts in ways they can see and touch. Programs Registration Now Open Start early. Build strong foundations. Kota Damansara 15-3 Jalan PJU 5/11, Dataran Sunway,Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis Mall, Magicbox, TK Bakery KD) 03-61515360 011-62820116 (WA)								
Ideation	Static 1	META	Parents feel this is a meaningful starting point.	Kid assembling robot with laptop showing simple code blocks.		Headline: Their first robot. Their first line of code. CTA: Enroll Now & Build Their Future EDU360 Academy 03-61515360 011-62820116 (WA) www.EDU360.com.my [Logo of MyDigital Maker] [Logo of facebook & instagram] EDU360 Kindly refer EDU360 ig for footer: https://www.instagram.com/edu360my enroll@edu360.com www.facebook.com/edu360my	Roses are red, code is cool. School holiday intake is now open! If you've been looking for something meaningful for your child (Age 5-15), this is the perfect time to start. Robotics. Coding. Hands-on STEM learning. Structured classes designed to build logical thinking, creativity, and confidence. Secure your child's spot today. Kota Damansara 15-3 Jalan PJU 5/11, Dataran Sunway,Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis Mall, Magicbox, TK Bakery KD) 03-61515360 011-62820116 (WA)		Posted on 21/4						

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						If your child enjoys playing games, building things, or figuring out how things work, they'll probably love this. At EDU360, kids learn robotics and coding by building, experimenting, and playing with real projects.							
						children aged 5-15 actively design, build, and code their own robots in our Signature Robotics Program. Every lesson is carefully crafted to match how today's children learn — hands-on, creative, and deeply engaging.							
						Before you know it, they're creating their first robot project and proudly showing it to you.							
						Learning technology can start with something simple — and fun.							

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Ideation	Video 1	META	The "Experience POV" (Adventure in Learning)	POV: Your First 60 Minutes at EDU360 The goal is to make the viewer feel like they are the student. You aren't "selling a class"; you are selling an adventure. It moves the brand away from "boring school" and into "exciting tech playground."	https://www.tiktok.com/@scienclassroom/video/7603314295100476092	Refer [M2 Visual Direction]		The future will demand more than good grades — it will require strong thinkers and problem-solvers. Through our hands-on approach and computational thinking framework, children develop higher-order thinking skills while strengthening: • Logical and critical thinking • Problem-solving abilities • Communication and collaboration skills • Hand-eye coordination and fine motor skills As Malaysia's first handcrafted LEGO®-based robotics syllabus supporting a full S.T.E.M.-C. experience, our program ensures structured individual assessment and healthy termly competitions — so every child's progress is measurable and meaningful. Watch your child's imagination turn into something real. Kota Damansara 15-3 Jalan PUU 5/11, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis/Giza Mall, 65c Ondo KD, TK Bakery KD) 03-61515360 011-62820116 (WA)	16/6/2026					
Ideation	Video 2	META		Testimonial of specific robot	https://vt.tiktok.com/2ue8hcb2/			Sometimes all it takes is one class to discover a new passion. If you've been looking for something meaningful for your child (Ages 5-15), this could be the perfect place to start! Drop us messages to learn more. Kota Damansara 15-3 Jalan PUU 5/11, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis/Giza Mall, 65c Ondo KD, TK Bakery KD) 03-61515360 011-62820116 (WA)	A robot that spins is exciting. But what's even more exciting is what happens while building it. In this Top Spinner project, students learn how gears, motors, and coding work together to create movement. Along the way, they develop problem-solving skills, logical thinking, and the confidence to turn ideas into reality. At EDU360 class, every project is designed to help children become creators, not just users of technology. Drop us messages to learn more. Kota Damansara 15-3 Jalan PUU 5/11, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis/Giza Mall, 65c Ondo KD, TK Bakery KD) 03-61515360 011-62820116 (WA)					
Ideation	Video 3	META		Host facing camera, professional tone, sharing about the robotic class to parents	https://www.instagram.com/tweet/CF4P2/Buh?utm_source=ig_embed&utm_medium=impression	Refer [M2 Visual Direction]		The future is digital. Is your child ready for it? That's why EDU360 focuses on think creatively, solve challenges independently, and turn ideas into real projects. Every lesson is designed to help them become confident learners and future innovators. Give your child a head start on the skills that matter. Kota Damansara 15-3 Jalan PUU 5/11, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis/Giza Mall, 65c Ondo KD, TK Bakery KD) 03-61515360 011-62820116 (WA)	11/6/2026					
Ideation	Static 1	META		Today becomes Tomorrow (Proven emotional angle)		Headline: What they explore today becomes who they are tomorrow Subheadline: Recognised through national and international STEM achievements, EDU360 nurtures creative thinkers, problem solvers, and future-ready innovators. CTA: Book your robotics class today EDU360 Academy 03-61515360 011-62820116 (WA) www.EDU360.com.my (Footer)		As parents, we all wonder: Will my child be ready for the future? At EDU360, children learn through robotics and coding projects that transform curiosity into real-world skills. National & international STEM competition exposure. Hands-on robotics and coding programmes. Builds critical thinking and innovation skills. Contact us today to learn more Kota Damansara 15-3 Jalan PUU 5/11, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. (Nearby Landmarks: Sunway Nexis/Giza Mall, 65c Ondo KD, TK Bakery KD) 03-61515360 011-62820116 (WA)	29/5/2026		1745			
Ideation	Static 2	META		character/future tech design direction		Headline: Raising the next generation of innovators Subheadline: With coding, robotics, and competition-based learning, EDU360 develops confident future-ready learners. CTA: Dream big. Build bigger EDU360 Academy 03-61515360 011-62820116 (WA) www.EDU360.com.my (Footer)			14/6/2026					

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