



x **INVOKE**

June 2026

Content Storyboards and Static Board

Content Overview

Cycle	Deliverables	Theme	Idea	Location
M3	Video 1	POV of coach (drama skit)		Edu360
	Video 2	Every Lesson Builds More Than a Robot		Edu360
	Video 3	The "Future Flash Forward"	Storytelling with Futuristic Stock Footages	
	Static 1	The parents' regret		
	Static 2-3 (Carousel)	Is your child capable of doing this?		

Shooting date: 18/7/2026

Shoot for: Video 1 & Video 2



Video #1

POV of trainers

Reel #1 : POV of trainers

Concept: Entertainment driven video

Objective: Show that EDU360 classes are highly interactive and that coaches actively and always ready to guide students through challenges.

Style:

Comedy skit, exaggerated situations, dramatic sound effects

Reference

Talents

3x or 1x Coach

1x Child

Reel #1: POV of trainers

Time	Scene Description	Overlay / Text
	Student is building a robot, slowly raises hand and looks around for the coach.	POV: How our coach acts when students asking for help
	Coach A suddenly pops out from underneath the table.	
	Without hesitation, coach B throws all the LEGO parts and tools out while searching frantically.	
	Dramatic slow-motion shot of coach C running across the classroom toward the student.	
	Ending CTA + EDU360 logo	You're never learning alone, book now!

Caption:

When students need help... our coaches are always on standby

Sometimes learning robotics looks a little chaotic. That's why our coaches are there every step of the way — guiding, encouraging, and helping students turn challenges into achievements.

At EDU360, learning isn't about getting everything right immediately. It's about building confidence to keep trying.



Discover our programme today



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03-61515360



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Video #2

Every Lesson Builds More Than a Robot

Reel #2 : Every Lesson Builds More Than a Robot

Objective: Position EDU360 as a future where students understand why robotics is relevant beyond the classroom

Concept: Explain does my child actually learn in robotics class?

Style: Modern infographic + futuristic tech vibe

[Reference](#)

Scene description	Visual	Overlay text
		What if every after-school hour helped your child grow?
	It all starts with one robotics lesson. They learn to identify problems, learn to analyse instead of looking for answers	
		Headline: Solve Problems Confidently Subheadline: Breaking challenges into manageable steps.
		Headline: Communicate & Collaborate. Subheadline: Working with others to achieve bigger goals.
		While they build their future... You can feel confident they're building the right skills.
		More Than Robotics. A smarter way to spend every after-school hour.



Video #2 (Refined)

Where did your money go?

Reel #2: Where did your money go?

Objective: Position robotics as a worthwhile investment and drive parents to book a class

Concept: Compare spending on temporary entertainment with investing in robotics that builds lifelong skills.

Style: Hard-sell talking head with cinematic classroom B-roll, dynamic text overlays, and a confident voiceover.

Reference

Talents

1x Coach

1x Child

Time	Visual	Script/Voiceover (VO)	Text Overlay
0–3s	Fast montage: child playing mobile games, forgotten toys on the floor, quick flashes of cash or card tapping.	VO "Ever wondered where your money actually goes?"	Where is your money really going?
3–6s	Continue with quick B-roll. A toy sitting unused. Tablet screen. Child looking bored.	VO "Some things make our children happy... for a day."	Lasts a day.
6–9s	Cut to coach talking directly to camera.	Talking "But what if that same money could become an investment instead?"	An investment, not just an expense.
9–15s	Classroom B-roll: kids building robots, coding, discussing with coaches.	VO "Every class isn't just about building robots. It's about building the way children think."	Problem Solving Creativity Confidence

Time	Visual	Voiceover	Text Overlay
15–22s	Talking head mixed with classroom footage.	VO"While they're having fun, they're also learning how to solve problems, communicate, and keep trying until they succeed."	Skills they'll use for life.
22–27s	Competition footage, presentation.	VO"Those are skills no toys can teach."	Some purchases disappear. Skills don't.
27–30s	Logo + happy classroom.	Talking"If you're investing in your child's future, make it count. Book your class today."	 Book Your Class

Caption:

The world our children will grow up in is changing faster than ever.

From healthcare and transportation to smart homes and space exploration, robotics is transforming the way we live and work. The question is: Are we preparing them for it?

Through hands-on projects and real-world challenges, children develop the mindset needed to thrive in tomorrow's world.

 Future-ready skills start with small steps today.

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Video #3

The "Future Flash Forward"

Reel #3 : The "Future Flash Forward"

Objective: Taps into a parent's concern about the future while naturally positioning robotics as part of the solution.

Concept: Preparing Children for a Future We Can't Predict

Style: Cinematic, Inspirational, Emotional

Reel #3 :The "Future Flash Forward"

Time	Scene Description	Overlay / Text
1. Hook	Futuristic city, AI technology, robots, autonomous vehicles. Fast-paced cinematic clips.	"The year is 2035."
2. Future World	Smart cities. Robotics in daily life.	"Many of the jobs our children will have don't even exist yet."
3. Future Technology	Healthcare robots, automated factories, drones, AI systems.	"Technology is changing the way we live, work, and solve problems."
4. Transition	Quick cut to a child sitting in an EDU360 robotics class, building a robot. Music softens.	"But the skills they'll need..."
5. Building	Close-up of hands building.	"can start today."
6. Coding	Student coding on laptop.	"Not just learning how to use technology."
7. Problem Solving	Robot moves	"Learning how to understand it."

Reel #3 :The "Future Flash Forward"

Time	Scene Description	Overlay / Text
8. Creativity & Innovation	Students thinking.	"To create with it."
9. Confidence	Student smile confidently.	"And to build something meaningful from it."
10. Future Flash Forward	Student looking at robot.	"Because tomorrow's innovators are learning today."
12. Closing CTA	EDU360 classroom montage/ EDU360 logo	"Give your child a head start on the future."

Caption:

Imagine your child 10 years from now...

What if the skills they learn today become the opportunities they unlock tomorrow?

Every robot built.

Every line of code written.

Every challenge solved.

They're all small steps towards a bigger future.

✨ Start preparing for tomorrow, today

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Static #1

The parents' regret

Static #1: The parents' regret

Objectives: Make parents rethink how their child's free time is being spent and position robotics as a more meaningful alternative.

Headline:

One Hour. Two Different Outcomes.

Subheadline:

Let your child learn how things work, instead of just scrolling

CTA: Learn more

Reference:



Caption:

Many parents only realise the importance of technology skills after seeing how quickly the world is changing.

The good news? Your child doesn't need to wait until secondary school to start learning coding, robotics, and problem-solving skills.

The earlier they begin exploring, creating, and experimenting, the more confidence they build along the way. Because future-ready skills aren't developed overnight.

🌟 Start their journey today.

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Static #2-3

Is your child capable of doing this?

Static #2: (Carousel Static 2-3)

Objectives:

Create curiosity and challenge parents' assumptions by showcasing impressive student projects.

The goal is:

- 👉 Parents see a robot/project
- 👉 Think "My child can build that?"
- 👉 Swipe to learn more

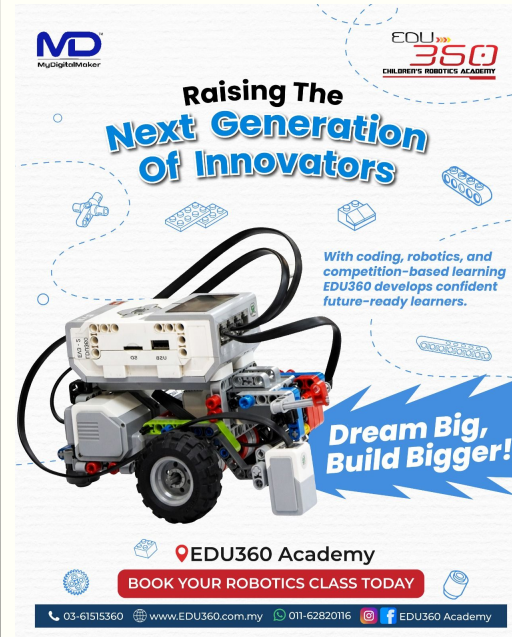
Headline:

Can Your Child Build This?

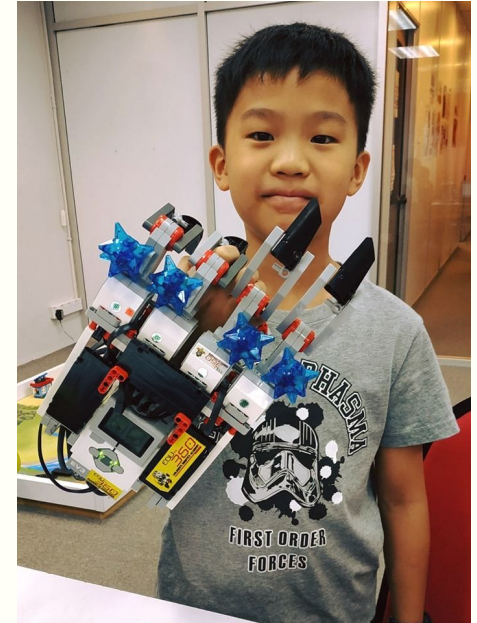
Subheadline:

Many of our students can.

Reference:



Use this project
(Ref: Mr Chaman from
Whatsapp group)



Static #3: (Carousel Static 2-3)

Headline:

It Starts With One Class

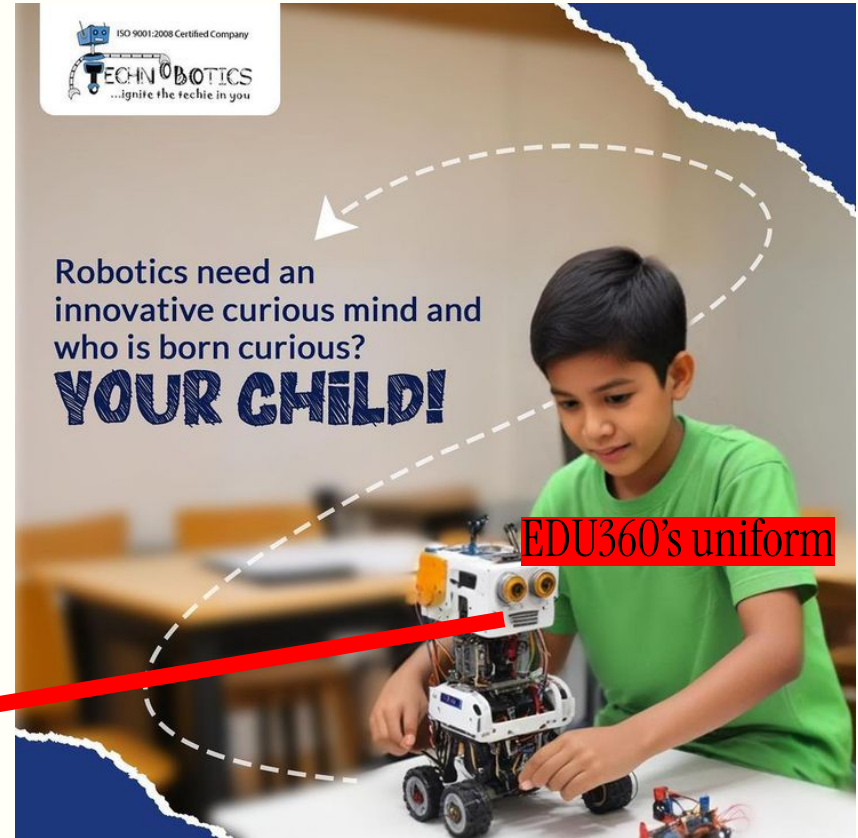
Subheadline:

Learn how to:

- ✓ Build robots
- ✓ Program movements
- ✓ Use sensors
- ✓ Complete exciting challenges

CTA: Book a session

Show the kid coding & building



Caption:

"Can my child really build a robot?"

"Can they learn coding at this age?"

These are some of the most common questions parents ask us.

The truth is, children are capable of far more than we often imagine when they're given the right guidance and environment.

You don't need prior experience.

You just need a child who's curious to learn.

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