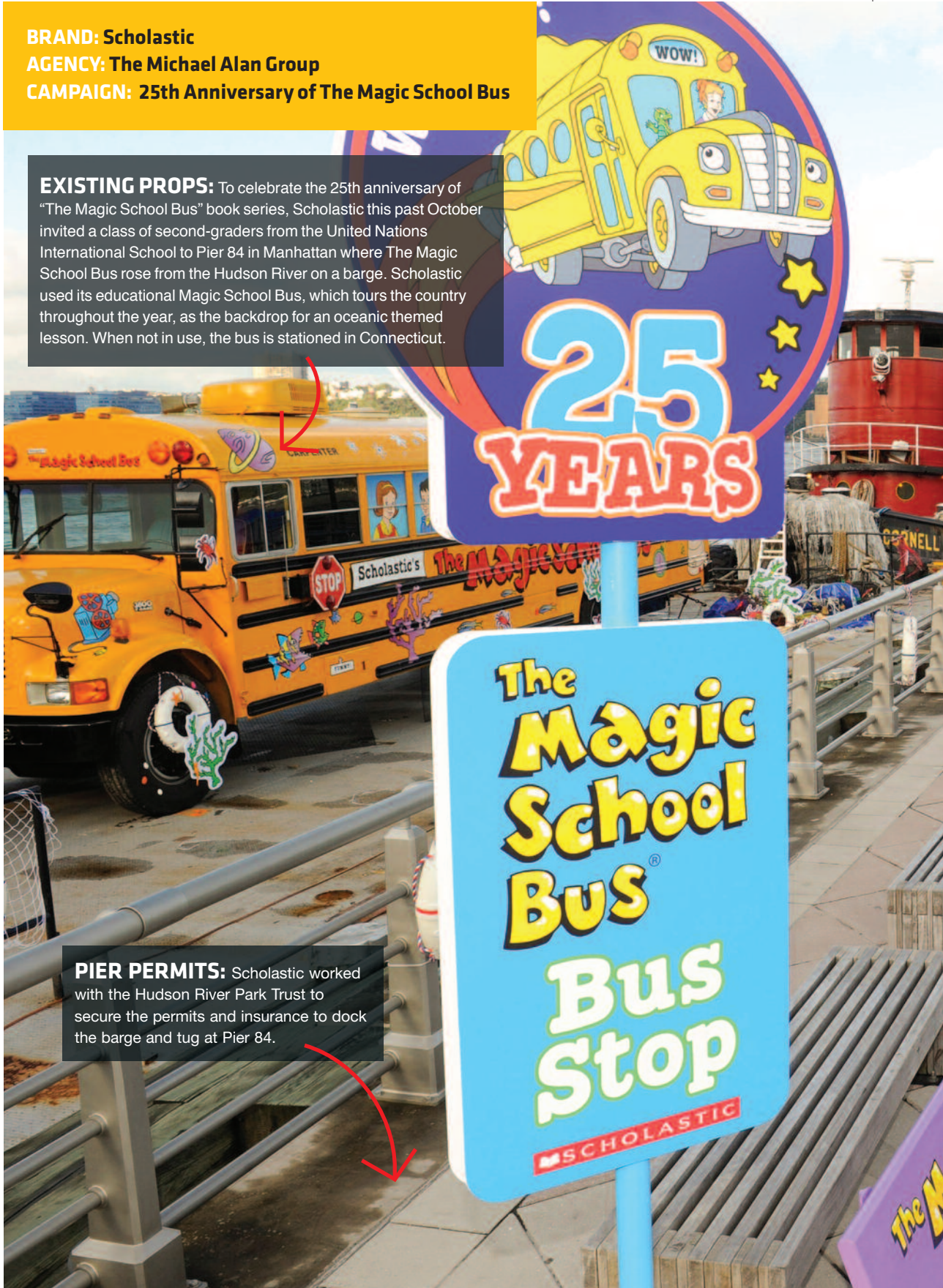




INSIDE OUT

One event. One moment in time. A mountain of important details.



BRAND: Scholastic
AGENCY: The Michael Alan Group
CAMPAIGN: 25th Anniversary of The Magic School Bus

EXISTING PROPS: To celebrate the 25th anniversary of "The Magic School Bus" book series, Scholastic this past October invited a class of second-graders from the United Nations International School to Pier 84 in Manhattan where The Magic School Bus rose from the Hudson River on a barge. Scholastic used its educational Magic School Bus, which tours the country throughout the year, as the backdrop for an oceanic themed lesson. When not in use, the bus is stationed in Connecticut.

PIER PERMITS: Scholastic worked with the Hudson River Park Trust to secure the permits and insurance to dock the barge and tug at Pier 84.

THE JOURNEY: The Michael Alan Group secured the barge from Tug Cornell located in Kingston, NY. Timing played a significant role. The team had to drive the bus onto and off of the barge during high tide to ensure the barge was high enough to board. Once the bus made it onto the barge, it took off on a nine-hour journey to Pier 84.

SPECIAL GUESTS: When the event began, Ms. Frizzle, the fictional teacher from the series, along with Bruce Degen, the illustrator and Joanna Cole, the author, emerged from the barge as part of the narrative that they had just arrived back from their journeys under water on the Magic School Bus. Scuba Sam, a fictional character created for the event, emceed the program on a stage. Dr. Meryll Kafka, former Curator of Education at the New York Aquarium, led a 15-minute hands-on lesson about creatures living in the Hudson River.

PRESS-WORTHY ENDING: After the event, the bus took an hour and half victory lap around the Statue of Liberty.

SOUND PERMITS: For the amplified sound used during the lesson plan, the team secured a sound permit from the local police precinct.

SAFETY FIRST: A team of brand ambassadors accompanied the children on the bus from the school to the Pier. They also distributed branded sailor hats and t-shirts to the kids. The students weren't granted access onto the barge because of the risks involved. Parents or guardians had to sign release forms allowing the children to participate in the field trip.

SPECIAL TOUCHES: The team created a branded bus stop and bench in the color scheme of the popular series featuring the 25th Anniversary logo.

THE GIVEAWAYS: At the conclusion of the event, the students were treated to two water-themed books from the series, as well as the underwater adventure "The Magic School Bus: Oceans" Nintendo DS game. Scholastic also presented the school's librarian with a certificate in honor of the children's experience and gifts.

