

PODIUM TUTORING

K3–K6 Video Ad Scripts

5 Complete Campaign Scripts · All Subjects · Instagram · TikTok · YouTube · Facebook

01 Building the Foundation

02 Homework Help Hero

03 Parent Peace of Mind

04 NYS State Exam Prep (Gr 3–5)

05 Learning Your Way

podiumtutoring.com · 917-392-4953 · Queens & Long Island, NY

Ad 1 — Building the Foundation

"The Years That Shape Everything" — Brand Story for K3-K6

Duration	60 seconds	Platform	YouTube / Facebook	Grade	K3-K6	Tone	Warm & Trustworthy
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CREATIVE CONCEPT

Podium's origin story retold through an elementary school lens. Co-founders speak directly to camera — warm, approachable, genuine. B-roll of young students working at the Podium center, laughing with tutors, raising hands with confidence. Targets parents of K3-K6 kids who feel their child is falling behind before bad habits form. Emphasises that early intervention in Math and ELA builds lifelong academic confidence.

OPENING HOOK

"The habits your child builds between 3rd and 6th grade will follow them all the way to high school. Are those habits strong?"

SCENE-BY-SCENE BREAKDOWN

0-6s Hook	<p>VISUAL <i>Co-founder Abir speaking warmly to camera inside the Podium center. A young student visible in the background working happily at a desk.</i></p> <p>VOICEOVER / SPOKEN "Grades 3 through 6 are the years when children decide — consciously or not — whether they're 'good at school.' We built Podium so that every child gets the chance to decide: yes, I am."</p> <p>ON SCREEN: Podium Tutoring · Queens & Long Island, NY</p>
6-18s The Problem	<p>VISUAL <i>B-roll: a young child staring at a math worksheet, eraser smudges everywhere. Parent leaning over, trying to explain — both frustrated. Teacher moving on too fast in a classroom while the child is still on the first problem.</i></p> <p>VOICEOVER / SPOKEN "Between 3rd and 6th grade, the curriculum makes big jumps — multiplication, fractions, reading comprehension, essay writing. Most classrooms move at the class pace, not your child's pace. And the gaps that form now? They compound every year."</p> <p>ON SCREEN: Math · ELA · Reading · Writing · Grammar · All Core Subjects</p>
18-36s The Solution	<p>VISUAL <i>Montage of Podium in action — small group session with young students engaged around a table, tutor patiently explaining fractions with visual aids, a child's face lighting up. 1-on-1 session: tutor and child reading together. Another child proudly showing their homework to a tutor.</i></p> <p>VOICEOVER / SPOKEN "At Podium, every K3 to K6 student gets a personalised learning plan aligned to the Common Core curriculum. Our tutors work at your child's pace — building number sense, reading fluency, writing skills, and real confidence. And with Monday to Friday homework help, no assignment gets left behind."</p> <p>ON SCREEN: Common Core aligned · Math · ELA · Writing & Grammar · Mon-Fri homework help</p>

36–50s

Social Proof**VISUAL**

Parent testimonial text overlay on screen. B-roll of a child proudly showing a graded test with a high score. Co-founder Rahat briefly: 'We also communicate directly with your child's teacher — so you always know exactly where they stand.'

VOICEOVER / SPOKEN

"Our students improve by 25% or more — not just in grades, but in the way they feel about school. That confidence? It's the most important thing we give them."

ON SCREEN: Scores up 25%+ · Teacher communication · Progress tracking · Personalised plans

50–60s

CTA**VISUAL**

Young student confidently answering a question, hand raised. Parent smiling, relief on their face. Both co-founders on screen briefly. Podium logo. Website and phone animated in.

VOICEOVER / SPOKEN

"Give your child the start they deserve. Book a free intro session at Podium Tutoring today."

ON SCREEN: podiumtutoring.com · 917-392-4953 · Free intro session

CALL TO ACTION

Book a free intro session → podiumtutoring.com

Ad 2 — Homework Help Hero

"No More Homework Battles."

Duration	30 seconds	Platform	Instagram Reels / TikTok	Grade	K3–K6	Tone	Relatable & Relief-driven
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CREATIVE CONCEPT

This ad zeroes in on the single most universal pain point for parents of K3–K6 kids: the nightly homework battle. Every parent knows the 45-minute meltdown over a single worksheet. The ad turns that pain into a laugh — then a solution. Fast-paced, emotional, closes with a visible sigh of relief. Perfect for Instagram Reels and TikTok targeting Queens and Long Island parents.

OPENING HOOK

"If homework time at your house looks more like a battle zone than a study session — this is for you."

SCENE-BY-SCENE BREAKDOWN

0–4s Hook	<p>VISUAL <i>Dramatised kitchen scene: child with arms crossed, math homework untouched. Parent holding their head. Clock on the wall reads 8:30pm. Chaos energy.</i></p> <p>VOICEOVER / SPOKEN "It's 8:30pm. The homework has been 'almost done' for two hours. Sound familiar?"</p> <p>ON SCREEN: Every. Single. Night.</p>
4–12s The Pain	<p>VISUAL <i>Quick montage: child crying over fractions worksheet, parent googling 'how to do long division', homework scrunched up in frustration, bedtime creeping later and later.</i></p> <p>VOICEOVER / SPOKEN "Math. Reading logs. Spelling tests. Fractions. The homework doesn't stop — and by 3rd grade, it's already past what many parents remember. You're not alone, and it doesn't have to be this hard."</p> <p>ON SCREEN: Grades 3–6 • Math • ELA • Reading • Writing</p>
12–22s Solution	<p>VISUAL <i>Podium center — young students settled at desks working calmly with a tutor nearby. A child completing a worksheet with confidence and a smile. Tutor gives a thumbs up. Cut to parent at home — relaxed, having a cup of tea. Homework is done.</i></p> <p>VOICEOVER / SPOKEN "Podium's Monday to Friday homework help means your child gets expert support the moment they sit down to work — so homework gets done right, on time, and without the tears. For any subject, any grade from K3 to K6."</p> <p>ON SCREEN: Mon–Fri homework help • Math • ELA • Writing • In-person & Remote</p>
22–30s CTA	<p>VISUAL <i>Parent and child at home — child finishes homework, closes the book, smiles. Parent hugs them. Peaceful. Podium logo. CTA text animates on screen.</i></p> <p>VOICEOVER / SPOKEN "Peaceful evenings start here. Book your child's first Podium session today."</p> <p>ON SCREEN: podiumtutoring.com • 917-392-4953 • Queens & Long Island</p>

CALL TO ACTION

End the homework battles → podiumtutoring.com · Free intro session

Ad 3 — Parent Peace of Mind

"You Can't Be the Expert in Everything. We Are."

Duration	45 seconds	Platform	Facebook / Instagram Feed	Grade	K3-K6	Tone	Empathetic & Reassuring
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CREATIVE CONCEPT

Targets the parent who desperately wants to help but doesn't know how. By 4th-6th grade, Common Core math looks completely different to parents who learned it a different way. This ad validates that frustration, removes the guilt, and positions Podium as the expert partner that fills the gap. Podium's direct teacher communication is highlighted as the unique trust builder.

OPENING HOOK

"When your 5th grader's math homework looks nothing like the math you learned — that's not your fault. But it is solvable."

SCENE-BY-SCENE BREAKDOWN

0-5s

Hook

VISUAL

Parent staring at a Common Core math worksheet with a completely blank expression. Child looks up hopefully. Parent: 'Let me just... Google this.' Child's face falls.

VOICEOVER / SPOKEN

"Common Core math. New reading strategies. Writing frameworks you've never seen. By 4th grade, helping with homework feels impossible — even for the most involved parents."

ON SCREEN: You're not alone.

5-16s

The Gap

VISUAL

Split screen: left — parent trying to explain multiplication a different way, both getting more confused. Right — tutor at Podium using visual blocks, child immediately understanding and smiling. The difference is clear.

VOICEOVER / SPOKEN

"Children in K3 through K6 need instruction that matches how they're actually being taught in school. When the support at home doesn't match the classroom, the gap between your child and their peers widens — quietly, every week."

ON SCREEN: Grades 3-6 · Common Core Math · ELA · Reading · Writing & Grammar

16-32s

Podium's Solution

VISUAL

Podium tutor working alongside a child using age-appropriate materials. Warm, patient, encouraging. Then: tutor typing a progress update — parent's phone buzzes with a summary. Parent reads it, visibly relieved. Co-founder on screen briefly: 'We speak to your child's teacher directly, so we know exactly what they need.'

VOICEOVER / SPOKEN

"Podium tutors are trained in the Common Core curriculum your child is actually learning. We build personalised plans, track progress every week, and communicate directly with your child's school teacher — keeping you fully informed without adding to your workload."

ON SCREEN: Common Core aligned · Teacher communication · Weekly progress reports · Personalised plans

32–45s

CTA**VISUAL**

Parent receiving a progress update on their phone, smiling with relief. Child at Podium, engaged and happy. Warm, reassuring close. Podium logo. In-person and remote both shown.

VOICEOVER / SPOKEN

"You don't have to be the expert. Book a free intro session today — in person in Queens and Long Island, or fully remote. Let Podium handle the hard part."

ON SCREEN: podiumtutoring.com · 917-392-4953 · In-person & Remote · Free intro session

CALL TO ACTION

Free intro session → podiumtutoring.com · In-person & Remote

Ad 4 — NYS State Exam Prep (Grades 3–5)

"State Exams Are Coming. Let's Get Ready."

Duration	30 seconds	Platform	Instagram / Facebook	Grade	K3–K6 focus: Grades 3–5	Tone	Urgent & Confident
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CREATIVE CONCEPT

New York State exams in Grades 3–5 are the first high-stakes tests many young students face. Parents are often unprepared for how seriously these exams are taken — or how much preparation makes a difference. This ad creates urgency, then immediately resolves it with Podium's NYS-aligned exam prep programme. Timed to run in the weeks before exam season (April–May). Direct, confident, action-oriented.

OPENING HOOK

"Your child's first big NYS exam is closer than you think — and how they perform starts with what happens right now."

SCENE-BY-SCENE BREAKDOWN

0–4s Hook	<p>VISUAL <i>Bold animated text on screen: 'NYS State Exams — Grades 3, 4 & 5.'</i> Cut to a young child sitting at a test desk looking nervous. Parent checking the school calendar, eyes widening.</p> <p>VOICEOVER / SPOKEN "New York State exams for Grades 3 through 5 are one of the first real academic tests your child will face. And preparation makes all the difference."</p> <p>ON SCREEN: NYS Math & ELA State Exams · Grades 3–5 · Are you ready?</p>
4–13s The Stakes	<p>VISUAL <i>Quick cuts: empty exam classroom, test papers being handed out, child looking overwhelmed. Then a parent on the phone asking 'how did it go?' — nervous wait. Text overlays: 'NYS Math Exam.' 'NYS ELA Exam.' 'Your child deserves to walk in confident.'</i></p> <p>VOICEOVER / SPOKEN "Most 3rd, 4th, and 5th graders face these tests without any specific preparation. The question types, timing, and format are all new — and unfamiliar equals anxious."</p> <p>ON SCREEN: Proven test strategies · Official exam-style questions · Timed practice</p>
13–23s Podium's Prep	<p>VISUAL <i>Podium session focused on exam prep — tutor walking a young student through a sample NYS exam question. Step-by-step strategy shown on whiteboard. Student nods, tries it themselves, gets it right — pumps fist.</i></p> <p>VOICEOVER / SPOKEN "Podium's NYS State Exam prep covers exactly what's on the test — official-style Math and ELA questions, timed practice, and proven strategies that turn nervous kids into confident test-takers."</p> <p>ON SCREEN: NYS Math · NYS ELA · Grades 3–5 · Exam-style questions · Timed practice sessions</p>

23-30s

CTA

VISUAL

Child walks into an exam room looking calm and ready. Parent outside gives a confident thumbs up. Podium logo. Urgency-driven CTA on screen.

VOICEOVER / SPOKEN

"Don't wait until exam week. Book your child's prep session at Podium now."

ON SCREEN: podiumtutoring.com · 917-392-4953 · **Book now** · **Limited spots**

CALL TO ACTION

Book NYS exam prep → podiumtutoring.com · Spots are limited

Ad 5 — Learning Your Way

"Every Child Learns Differently. Podium Gets That."

Duration	30 seconds	Platform	Instagram / Facebook / YouTube	Grade	K3-K6	Tone	Modern, Inclusive & Practical
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CREATIVE CONCEPT

Addresses the objection that 'my child is different — tutoring won't work for them.' Podium's four session formats (1-on-1 in-person, group in-person, 1-on-1 remote, group remote) are the answer to every scheduling or learning-style barrier. This ad is warm and visually diverse — showing different types of children thriving in different session formats. Converts fence-sitting parents who are interested but haven't booked. Best used as a retargeting ad.

OPENING HOOK

"Some kids thrive in groups. Some need 1-on-1 attention. Some learn better from home. Podium has a session for all of them."

SCENE-BY-SCENE BREAKDOWN

0-4s

Hook

VISUAL

Four quick split-screen images cycling: a child in a group laughing and learning; a child getting focused 1-on-1 attention; a child on a laptop in a cosy home setting; a child at the Podium centre working independently. All happy, all engaged.

VOICEOVER / SPOKEN

"Every child is different. So why should every tutoring session look the same?"

ON SCREEN: 4 ways to learn. One goal: your child's success.

4-18s

The 4 Formats

VISUAL

Each format shown for 3 seconds with bold label on screen: [1] Group In-Person — 3-4 young students at a table, collaborative energy, tutor facilitating. [2] 1-on-1 In-Person — child and tutor heads together, fully personalised. [3] Group Remote — laptop screen, 3 students in a live online session, interactive. [4] 1-on-1 Remote — child at home desk, focused video session with tutor.

VOICEOVER / SPOKEN

"Group sessions at our Queens and Long Island centre for collaborative learners. Fully personalised 1-on-1 in person for intensive support. Live small-group sessions online — never more than 5 students. Or private remote tutoring from the comfort of home. Every format covers Math, ELA, Science, and Writing — Common Core aligned, Monday to Friday."

ON SCREEN: Group In-Person · 1-on-1 In-Person · Group Remote · 1-on-1 Remote · K3-K6 · All subjects

18-30s

CTA

VISUAL

Montage of four happy children — one from each session type — all thriving. Parents in the background, relaxed. Podium logo. Clean, friendly CTA.

VOICEOVER / SPOKEN

"Find the perfect fit for your child. Book a free intro session at Podium Tutoring today."

ON SCREEN: podiumtutoring.com · 917-392-4953 · In-person & Remote · Queens & Long Island

CALL TO ACTION

Find your child's perfect fit → podiumtutoring.com · Free intro session