

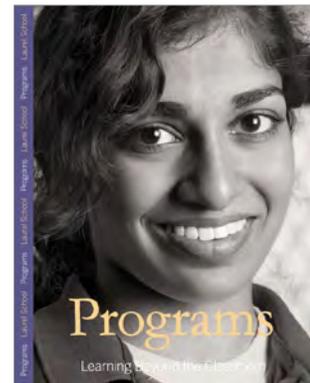
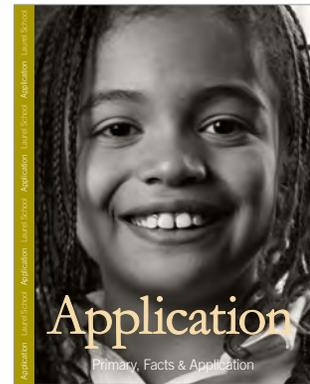
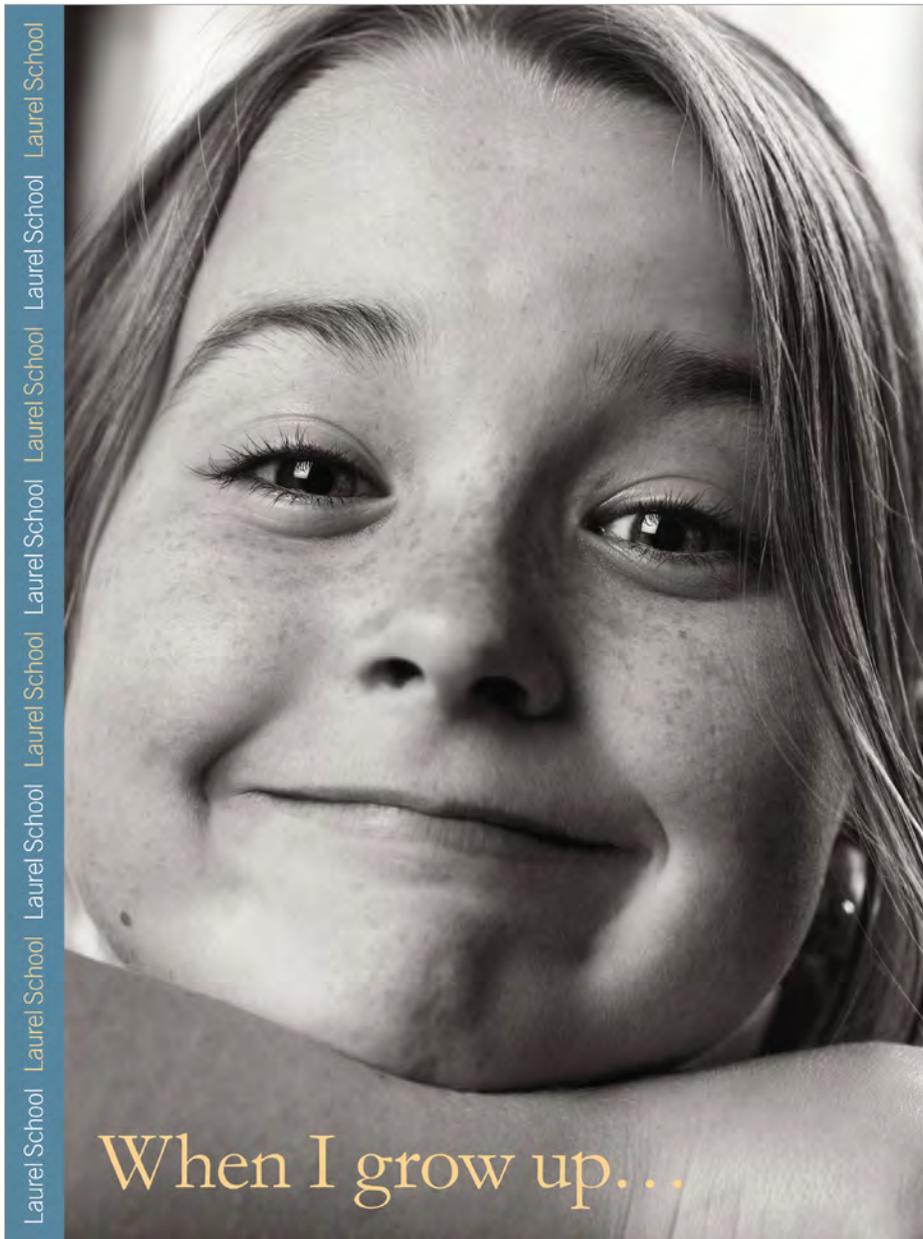


“We know girls—how they learn, think, and feel.” That’s the motto of Laurel School, a nationally recognized independent day school for girls, founded in 1896. Laurel School is also the home of the Center for Research on Girls (CRG), a clearinghouse for disseminating research on how girls learn and for developing curricula based on the research. So when they say they know girls, it’s more than just a pretty phrase.

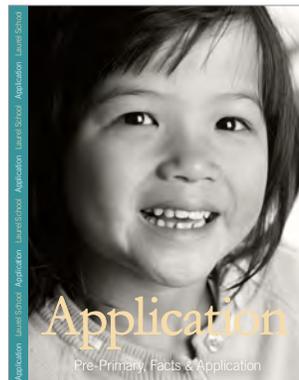
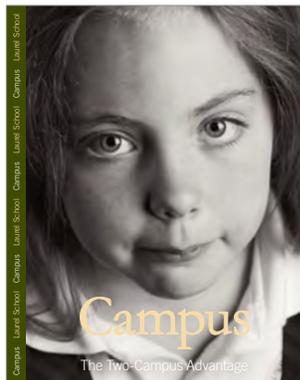
In our most recent work with Laurel School, N+S had a wonderful opportunity to *show* the “Laurel advantage” rather than to just tell about it. We engaged the same photographer we originally hired to make portraits of Laurel girls a decade earlier and had him photograph the same students, now young women with passionate opinions and high aspirations. We then created Laurel’s new recruitment materials using the theme

“When I grow up...,” with then-and-now images of each girl along with a short profile reflecting her growth and her dreams.

We carried the “When I grow up...” theme over into a highly successful multimedia campaign that included web, video, and advertising as well as print.



Laurel School admissions materials. **Clockwise from top left:** Covers of viewbook, primary school application, programs brochure, Center for Research on Girls brochure, finances brochure, pre-primary application, and campus brochure. Photographs by Roger Mastroianni.





When I grow up...

Cover and selected spreads from Laurel School viewbook.



I want to be magnificent.

Maya and Stephanie prove that opposites do attract when it comes to friendship. Self-identified as "loud," Maya is an adventure-seeking, field hockey-playing extrovert who loves to perform before an audience, experiencing the payoff when hard work and collaboration come together. Stephanie is more of a "quiet

leader" who loves to read and play volleyball and would like to go to college in France. Or Australia. What these Middle Schoolers have in common, besides their love for Laurel of course, is a love of solving math problems. And knowing that no matter what they each want to be when they grow up, they will be friends.

Dream. Dare. Do.

Who will your daughter be if she comes to Laurel School? She will be an individual who has honed her intellect, developed her confidence and discovered her passion. That happens because our mission — "To inspire each girl to fulfill her promise and to better the world" — fuels all we do. We celebrate each child's strengths, nourishing her mind and character. Transforming her from a dreamer to a doer, we take a girl from where she is to where she wants to go. Laurel girls are courageous, ethical and compassionate, ready for the complicated world they will inherit. At Laurel, our expectations are high, our enthusiasm for girls is boundless.

Every Girl... Places to Grow... Beyond the Ordinary... Pro-Primary... Middle School... Upper School

Vertical text graphic with 'Us', 'ms', 'ps', 'pp' and 'Growing up with Laurel' at the bottom.

Two portraits of girls with the text 'I want to be extraordinary.' and a short bio for Angelica.

Pre-Primary section featuring 'Bright Beginnings' and 'Engaged Explorers' with photos of young children.

Upper School section featuring 'Intrepid Leaders' and 'Global Citizens' with photos of students working on projects.



**Top:** Laurel School admissions video.  
**Bottom left:** The Sights and Sounds of Laurel DVD and Laurel Slide Show.  
**Bottom right:** Laurel School email blasts.