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Project:	Rainbow Station Boarding Pass Eases Transition for Children and Parents
Vertical Market:	Education
Business Application:	Specialty Printing

Business Objectives

Rainbow Station offers an early childhood education program for children up to age five and afterschool and summer recreation programs for children up to age fourteen. Rainbow Station prides itself in providing a nurturing environment for children that addresses cognitive, emotional, and physical development as well as health and wellness. The company currently has 18 franchise schools located in North Carolina, Texas and Virginia.

Each year children move up to a new age appropriate classroom. Rainbow Station needed a way to help ease the transition of preschool children and their parents to their new classroom and teacher.

Results

Working with marketing partner Digital Innovations Group, a Rainbow Station Boarding Pass was developed to communicate necessary information in a fun and inviting manner.


Rainbow Station Schools have a less than 5% attrition rate. Preschool attrition rates of less than 10% are considered excellent. The boarding passes help children and their families feel a sense of continuity during a time of change and are an integral part of the transition process at Rainbow Station.

Solution

The Rainbow Station Boarding Pass is a multi-colored bi-fold with an insert. The insert is personalized for each child and contains information on their new classroom and important dates for the beginning of the new school year.


The Boarding Pass was originally launched at the Richmond, Virginia school and has since been rolled out to all locations.






Rainbow Station®

Grab Your Ticket
and
Get On Board
for an exciting
2010 - 2011
school year



Building the Future One Child at a Time



Rainbow Station®

sample14

Itinerary

- Thursday, August 19th**
Parent Orientation*
(*Parent-Only Event)
New Families in the Village
5:30 pm – 6:30 pm
All Families
6:30 pm – 7:30 pm
- Friday, August 20th**
Registration
Paperwork Due
- Friday, August 20th**
Last Day of School
- Monday, August 23rd**
Tuesday, August 24th
Teacher Workdays
School Closed
- Tuesday, August 24th**
Cookies & Milk
Open House
5:30 pm – 6:30 pm
- Wednesday, August 25th**
First Day of 2010–2011
School Year
- Monday, September 6th**
Labor Day
School Closed



Rainbow Station®

Rainbow Station Express Boarding Pass

Tucker Jackson

Leaving: Purple Room
September 1, 2010

Arriving: Private Kindergarten
September 7, 2010

Creative

The design of the Boarding Pass is consistent with Rainbow Station's corporate brand, incorporating bright primary colors and images of children.

Reasons for Success

Parents are very pleased with the Boarding Pass. "The boarding passes give the parents a comfort level that their child has achieved everything he or she can from one class and is ready to move to the next class. My children love that 'oh, it's really happening moment' when the boarding passes are handed out. The personalized information makes them feel like it really is their ticket to the next class, which creates excitement about the change and buy in to make the transition smoother." Elyse Johnson, parent and Director of HR, Pediatric Connection

Best practices learned from this solution are:

- **Maintain a consistent customer experience.** Any organization that seeks a high customer retention rate needs to maintain a consistent customer experience. Sustaining a nurturing atmosphere is very important to Rainbow Station. They were able to use personalized print to change what could be a stressful time of change into a fun experience.
- **Use print for a tangible interaction.** For certain experiences print has a much bigger impact. While the information in Rainbow Station's Boarding Pass could certainly be communicated to parents via email, young preschoolers can't hold an email in their hand. On the moving up day, children can carry the Boarding Pass with them and derive reassurance from it that they know where to go.



Client	<p>Rainbow Station www.rainbowstation.org</p> <p>Rainbow Station offers an early childhood education program for children up to age five and afterschool and summer recreation programs for children up to age fourteen. Rainbow Station prides itself in providing a nurturing environment for children that addresses cognitive, emotional, and physical development as well as health and wellness.</p>
Print Service Provider	<p>Worth Higgins & Associates www.whaprint.com</p> <p>Worth Higgins & Associates is the largest sheetfed commercial printer in Virginia. They are in the business of creating opportunities and solutions for clients.</p>
Marketing Partner	<p>Digital Innovations Group (DIG) www.digcreative.com</p> <p>DIG specializes in developing and executing individually relevant marketing and sales communication strategies. Trackable results, interactive communication and integration with the sales process are key components of all DIG solutions. DIG works to solve its clients' business challenges with innovative strategy, inspired and resourceful execution, and purposeful creativity.</p>
Hardware	Kodak NexPress
Software	Adobe InDesign, Microsoft Excel
PPML	Produced using PPML print language
Target Audience	Preschool children and their parents
Distribution	700 boarding passes each year
Date	Launched in 2004