

CONCORDIA CASE STUDY

“Putting more feet in the playground.”

THE CLIENT

Concordia Avondale Campus, non-profit preschool and childcare facilities.

THE CHALLENGE

While Concordia enjoyed a rich tradition in the immediate neighborhood, their awareness level was low in nearby communities. As well, they were opening up a second facility and needed to generate enrollment from the ground up. Concordia’s marketing efforts had previously consisted of fliers, banners, events and word of mouth, but they realized that with two facilities and aggressive enrollment goals, a cohesive marketing program was required. Prior to the campaign, they filled 27% of their enrollment capacity. Their goal at the close of the campaign was 65%.

THE CREATIVE

Z Factory developed a series of billboards and direct mail executions that focused on the flexibility of their preschool and childcare programs – from sliding scale tuition to part-time or full-time enrollment.

THE RESULTS

Day one that the billboards went up... they received calls. And after the full run of the outdoor campaign and the final mailing of the direct mail pieces, Concordia had reached an enrollment of 73%, surpassing their goals.

