

PODi CASE STUDY

PARTOU CHILDCARE NURTURES NEW LEADS



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VERTICAL MARKET: Other - Childcare

BUSINESS APPLICATION: Direct Marketing/Lead Generation

BUSINESS OBJECTIVES

Based in the Netherlands, Partou offers high-quality childcare in over 100 locations. Due to a financial crisis in Europe and the Netherlands and declining subsidies from the government, childcare companies like Partou were seeing a decline in the number of children entrusted to them.

Their service provider, Jubels, suggested a cross-media campaign to convince parents of young children to entrust their kids to the professional care of Partou child centers. Campaign objectives included:

- Enroll new children in Partou childcare
- Gather information on families that could potentially use Partou's childcare services

RESULTS

The personalized lead generation campaign helped drive new business for Partou.

- ROI of over 2,200% based on new enrollments and an average childcare service length of four years
- 1.5% visit rate – recipients went to campaign microsite via a general URL and passcode or a personalized QR Code
- 34.2% conversion rate – visitors completed the online form providing their contact information



Campaign microsite – online form and information page

CAMPAIGN ARCHITECTURE

This campaign was conducted for two Partou locations. Personalized direct mail pieces were sent out to families encouraging them to visit a personalized microsite via a general URL and passcode or through a personalized QR Code. Once at the campaign site visitors were asked to provide their contact information in order to enter a contest. On the next page of the microsite parents could request a tour of the nearest Partou location, register their child for childcare enrollment, request more information and look up other Partou locations.

TARGET AUDIENCE & MESSAGE

The target audience for this campaign was families within three miles of the Partou centers. Parents typically prefer that their children attend a childcare facility that is close to their home where they will interact with other children from the neighborhood. The purchased list was based on postal codes and included the names of the children in the targeted families.

The campaign stressed the quality of childcare provided by Partou, the professionalism of their staff, the close proximity of the centers and the safety and security of their facilities.

OFFER

To encourage parents to visit the campaign site and provide their contact information they were offered the chance to win an iPad3 and a travel coupon of 400 euro's.

CREATIVE

Two different versions of the direct mailer were created – one targeting families with children 0 to 4 years of age and the other targeting families with children 4 to 12 years of age. The versions used different images that were appropriate to that age segment. The imagery also carried through the message that at Partou the “Child is King” with crowns appearing in both versions.



Key elements in the design of the campaign:

- Personalization was used effectively to draw attention
 - For young children the mailer was personalized with the family’s name in the salutation ❶
 - For older children the mailer was personalized with the child’s name in the salutation (Dear parents of Esther) and the child’s name was placed above the image of a backpack hanging on a classroom wall ❷
- The call to action and offer were highlighted in a callout box with the response mechanisms – general URL with personalized passcode or QR Code ❸
- A personalized map showing the route from the recipient’s home to the nearest Partou center was included on the mailer and the personalized microsite ❹
- A consistent look and feel was maintained between the mailer and the personalized microsite. This design was also consistent with the corporate look for Partou

REASONS FOR SUCCESS

The success of this campaign ensures that it will be repeated for other Partou childcare centers.

Best practices learned from this campaign are:

- **Target your communications for better response.** Partou targeted their communications geographically and demographically in the selection of their list and in the design of their communications.
- **Maintain a consistent look and feel.** Using a similar design in all touch points (mail, campaign microsite, corporate website) provides a cohesive experience for recipients and helps to build trust in the company brand.

CLIENT	Partou www.partou.nl Partou offers high quality, reliable employees and childcare to suit parents' needs. They have more than 100 unique locations across the Netherlands
SERVICE PROVIDER	Jubels b.v. www.jubels.nl A privately-held marketing communication service provider and printing company in Amsterdam, the Netherlands. With more than 110 years of experience in the Graphic Arts and Communications industry, they offer their customers effective, on-demand, integrated cross-media communications.
HARDWARE	Xerox iGen4 XXL
SOFTWARE	Data processing: Xerox Freeflow PrintServer / Xerox Process manager Business logic: Xgram (Dutch MIS) Composition Engine: Adobe CS 5.5, XMPie PersonalEffect Platinum (PE) Site
FINISHING	Heidelberg Cylinder for scoring, Polar cutting machines, Neopost for mail inserting
TARGET AUDIENCE	Families with children within three miles of selected Partou childcare centers
DISTRIBUTION	Approximately 2,500 direct mailers
DATE	June – July 2012