









EXAMPLES OF OUR WORK:

LEARNING CARE GROUP SUMMER CAMP ROLLOUT



-  ONLINE SOLUTIONS
-  DESIGN
-  PRINT & PREPRESS
-  KITTING & PACKAGING
-  PROMOTIONAL ITEMS
-  WAREHOUSING & FULFILLMENT
-  SHIPPING & DISTRIBUTION
-  LARGE FORMAT PRINTING

[Creating happy campers]

Overview:

Learning Care Group provides families with safe, educational environments at care centers across the country. In addition to before and after school care and programming, Learning Care Group offers a special Summer Camp program that provides yet another dimension to their curriculum.

The Summer Camps play an important role in attracting and retaining families, as well as winning back previous business. They provide a chance to experience all that Learning Care Group locations have to offer before the beginning of the next school year – a “sneak peek” for prospective families. Summer Camp attendees also have the opportunity to take advantage of priority registration for the fall.

Learning Care Group wanted to ensure the Summer Camps would shine. They turned to Sigler to help create and market a fun, inviting Summer Camp brand based on designs provided by an outside agency.

Highlights

- To help promote and generate excitement for the Summer Camp program, Sigler created large and small posters, including customizable areas for staff to write camp dates and highlight field trips.
- Sigler helped brand the Summer Camps with a wide range of signage, including display banners, bus magnets, yard signs and flags.
- The Hand Bindery team assembled the kits for each order, which were distributed from Sigler’s fulfillment center.
- Each child at Summer Camp received a fun camp kit filled with a water bottle, activity tablet, stickers and a backpack.

Results

The Summer Camp campaign was a massive undertaking. Even with more than 900 locations, multiple campaign stages and materials ranging from signage to stickers, Sigler was able to produce and distribute items in time to successfully drive interest in the Summer Camps. Learning Care Group saw positive response from its Summer Camp program.



Start YOUR project today. **CALL US AT (800) 750-6997!**

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