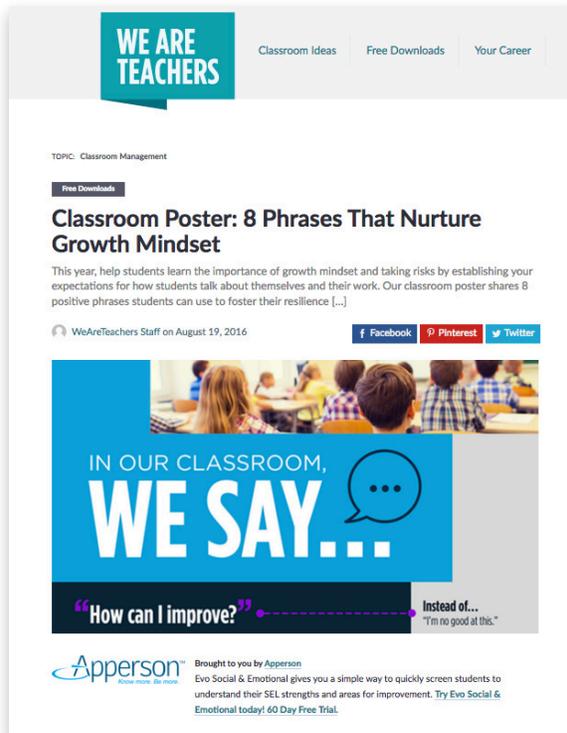


# CASE STUDY

## Poster Successfully Helps Introduce New Product Line



### BACKGROUND

An assessment company needed to build awareness for its newest product line focused on Social Emotional Learning (SEL). They wanted teachers to know that in addition to the traditional assessment products they were known for, they now have expanded into being able to provide educators with insights and understanding into their students' SEL growth.

### TACTICS

The client and MDR worked to create an engaging downloadable classroom poster to help teach students about positive self-talk. Chock full of affirmative phrases, the poster encouraged a growth mindset for students, helping them learn to build their resilience and overcome failure. Teachers were encouraged to print the poster to hang in their classrooms or make copies to share with students. The poster landing page included a clear call to action for a 60-day free trial of their SEL screening product.

### AUDIENCE

Upper elementary and middle school teachers and guidance counselors, with a focus on grades 5-8

### CHANNELS

WeAreTeachers' website, e-newsletter, Facebook, Twitter, Pinterest, and email

### OUTCOME

The poster and its associated promotion generated over 1 million total impressions, a 20% email open rate, 6% email click through rate, and nearly 15k poster downloads. This popular poster continues to be downloaded regularly, even without further promotion.

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