

# THE NATURE OF NURTURING

A bonsai tree mailed to teachers nurtured a new way of thinking about education to reinforce SpringBoard's approach to learning experiences in the classroom.

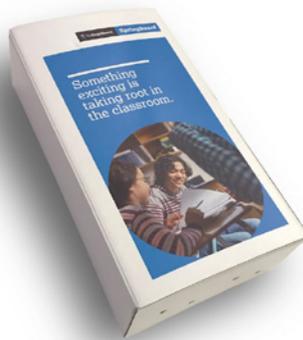
With so many educational products on the market, it's not easy to get teachers to hear your message above the noise. That's why the College Board, already well known in the education industry for the AP and the SAT, opted for the dramatic when promoting SpringBoard.

Designed for grades 6-12, SpringBoard provides teachers with a math and language arts curriculum for the classroom. It aims to differentiate itself from the competition by offering a more engaging classroom experience, more personal teacher training and digital support.

To reinforce its value for teachers, the College Board created a high-impact mailing that reflected a simple yet compelling idea: SpringBoard breathes life into classrooms in a way that you can see, feel and believe. It did this not with words, but by including a live bonsai tree inside each package. The campaign theme, "This is why we teach," directly addressed and reinforced educators' passion for what they do. The results were as powerful as the concept.

While the benchmark for this effort – a six-to-eight per cent lead-generation rate – was thought to be aggressive, the results soared past it. The campaign landed a 22 per cent in-person lead rate. The sales team rallied to meet the demand of the meetings, and inclusion in curriculum RFPs from these meetings was 100 per cent.

The math is clear. The College Board used direct mail to send a clear message to dedicated teachers, achieving top marks for relevance and return on experience.



CLIENT: The College Board | PRODUCT: SpringBoard | COUNTRY: United States | AGENCY: o2kl advertising | AGENCY TEAM: Creative Directors Richard Eber, John Kopilak Copywriter John Steinhardt | Art Director Bill Bonomo | Production Heather Cavallo | Account Lead Jim Lurie

