

# Los Angeles Universal Preschool

**BACKGROUND** Los Angeles Universal Preschool (LAUP) is dedicated to improving the quality of early learning programs. To move toward more sustainable funding streams for quality preschools, the public needed to better understand why quality preschool should be a high priority for public investment.

**STRATEGY** Cause Communications developed a campaign plan for LAUP that included the design, development, and focus group testing of a new public education campaign and a tagline. To maximize limited resources for research, the focus groups were designed as hybrid strategic and creative development groups with a wide range of stakeholders. The research provided LAUP with important information about attitudes and perceptions of preschool among key target audiences, tested the messaging strategy and provided clear creative direction for an effective campaign.

**OUTCOME** LAUP successfully raised awareness and understanding of its mission and relevance among target audiences, and extended the campaign due to an overwhelmingly positive response and impact.

**TACTICS**

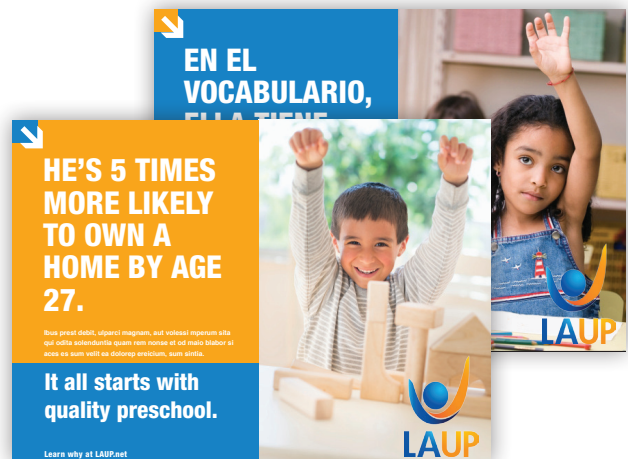
- Communications strategy
- Campaign development
- Positioning and message development
- Multicultural campaigns
- Focus groups

“Cause Communications was able to create a campaign that educated audiences and helped us tell a bigger story—establishing the support and urgency of universal preschool for all.”

Celia Ayala, Former CEO

## Preschool. It's not just for kids.

Campaign Theme



Print Ad Concepts



Television PSA