



Launch Produces Engaging Research Report for Double Line Partners

ABOUT DOUBLE LINE PARTNERS

Double Line Partners (DLP) is the only education technology development company enabling better individual student outcomes by putting the needs of students and teachers first. With targeted emphasis on performance management, DLP is committed to ensuring the availability and effective use of up-to-date, actionable data to help educators make better, more informed decisions.

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- Kyung Huh, Double Line Partners

The Project

Double Line Partners, a leading expert in education data management, conducted a study with the State of Michigan’s education system of the efficacy on their data management systems. When the results were compiled, they needed a high-caliber marketing firm to craft an exceptionally polished report on the findings.

Launch Marketing designed a 40-page report for Double Line Partners which represented the findings of the Michigan Department of Education study in a way that was highly engaging, professional and polished.

The Results

Launch Marketing stepped in and designed forty pages of visually compelling yet conservative content. The content-rich report included multiple charts and graphs which spoke to important outcomes of the study, and given the depth and length of the study findings, it was critical that the report incorporate strong visuals and call outs to break up the text and make it easy to consume by the recipients. The report has been distributed to the State of Michigan and its educational partners as a way to optimize data management across the state.

Launch worked with Double Line Partners on:



CONTENT +
COLLATERAL
CREATION



GRAPHIC
DESIGN



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DESIGNED VISUALLY COMPELLING REPORT

- *presented several design options for client feedback*
- *leveraged call-outs and visuals to break up text-heavy report*
- *incorporated charts and graphs that presented the depth of the study findings*

