



What do you envision when walking into your school? Mr. Rademacher, the Principal at Bismarck-Henning Rossville-Alvin Cooperative High School had a vision but didn't have the tools to bring it to life. That's where we came in! With our capabilities, we were able to create the perfect signage to enhance school spirit at BHRA. This case study will show you the thinking perspective on the customer side.



High school is one of the most exciting times in life. You had sports, clubs, dances, and relationships. Many memories that you will never forget. And who can forget about their school mascot? A school mascot is a staple in a community, an image of your town. Mr. Rademacher has a great school with a ton of influence, but as he looked around his high school, all he saw were white walls. When we asked him what problems he was trying to solve when he contacted Hall of Fame, he responded, "We had a very institutional place with mostly white walls and not much in the way of school energy or pride. Then in 2017, we became a cooperative high school, so getting our new name up and around was very important as well". Your school may have the spirit, so why not show it?



As we all know if you don't solve a problem, the consequences increase. We asked, "How was this problem affecting your school?", he responded "It's hard to say how it was affecting the school but after making some upgrades to signage, I received lots of positive remarks which is a clear sign that the community noticed the effort put forth to make things better". It takes a whole community to change a culture.

Was Hall of Fame the first solution? We asked Mr. Rademacher if he had thought of any other possible solutions and he responded, "Attacking the problem with other forms of signage and even different colors of paint". Paint is a good idea but that only gets rid of the white walls. It doesn't add the character like custom signage does. You see, each piece of custom signage has the ability of leaving a long lasting impression.

Speaking of options, we asked why he chose Hall of Fame over other sign companies he said, "First, they are a local business with people that I already know and trust. Second, they provide ideas that can help in creating a vision". Hall of Fame has the ability to transform the bare walls of your school into a visual showcase of your spirit and pride. We compare white walls to a blank canvas and the opportunities for creativity are endless.



Decisions often come with risks. When asked what risks Mr. Rademacher was considering when contacting us he replied, "Really the only risk was cost. Did we want to spend money on something that wasn't books or salaries, etc?". We understand that schools have a budget they like to stick to and have other financial ventures, but we are willing to negotiate when we know the impact it will have.



A visual transformation such as this is an investment in your organization, but this can lead to reservations as well. The only hesitation he had was the expense. He mentioned our proof process and how "bullet-proof" it really is. The best way to gain trust is to show that we can handle the job with nothing slipping through the cracks. He also mentioned our installation practices saying, "They have people doing installs who have a great deal of knowledge and are in and out in very short time".

After your problem is solved, you now get to see the true benefits of your solution. We asked Mr. Rademacher what benefits he has seen since using Hall of Fame, he responded, "We have certainly been able to relay our brand much more professionally. I see the way visitors come into our school and respond to the atmosphere positively". Atmosphere is everything when it comes to influencing the student's and visitor's experience. I can say personally, as a BHRA alum, I appreciate the effort that the school board has done to change the look of the high school completely. I am proud to be a Blue Devil!

Will Mr. Rademacher use Hall of Fame for future projects? "Without question. We currently have a couple of projects in the developmental process. They have people from the front desk, to the artist, to the installers, who are professional and want you to love the product".

See you soon Mr. Rad!

# BHRA SIGNAGE

