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Designing a Personal Relationship Marketing Strategy Reservations for Two



Trying to create a professional image for a dating service that catered to upscale clientele was challenging. We wanted to project a serious, Wall street image that still had a sensitive personality.

We designed several marketing components, but the primary tool was a brochure in the size of a standard business card. This “BroCard” told a more complete story of the organization’s capabilities and allowed the R42 strategists to quickly illustrate the manner with which they approached their service. This was extremely effective, as clients were frequently located in bars, restaurants and other social scenes where lighting was dim, and time was short.

