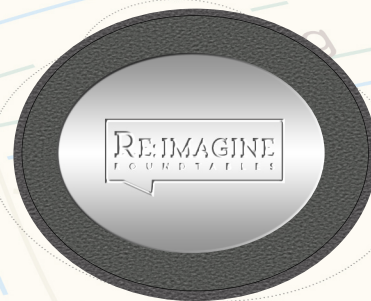


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## DOES YOUR MARKETING STRATEGY MEASURE UP?

Imagine if a tailor expected one uniform style to reflect every customer or a single measurement to fit all figures. Fortunately, people aren't nameless, shapeless, faceless silhouettes; thus, a tailor must adapt their design strategy to an individual's defining set of characteristics. In marketing communications, this same idea holds true as the right measurement and comprehension of an individual's data is essential to crafting a custom-fit marketing message. It's time to outfit your customers with engaging interactions that capture their identity.



Cutting



OUTFIT  
YOURSELF  
WITH AN  
ORIGINAL  
STRATEGY

4

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