

Corporate Material

Disclosure Corporation: Financial Intelligence You Can Sink Your Teeth Into

Background
Disclosure, a subsidiary of Primark, has been a renowned source of financial information on U.S. and international companies for more than 30 years. Disclosure provides detailed financial and management information with more than 5 million source documents through its premier online research tool, Global Access.

When Disclosure developed Piranha, an exciting upgrade to Global Access, it called JDG to brand its new product and help create a "big splash" among the financial media.

JDG's Solution
We began by creating an icon for the Piranha marketing campaign that was used on all of the promotional materials—from press kit portfolio and letterhead to product demo CD.

The media kit we designed played off the tagline we developed—"Financial Intelligence You Can Sink Your Teeth Into." It featured an inside die-cut panel with ragged edges that looked like they'd been chewed by piranha. The attention-grabbing kit created the buzz our client was looking for on its road show tour for the financial press.

We also produced a CD demo that featured a piranha swimming through a sea of data. It was included in the press kit and also sent to prospects as part of an effective lead-generating direct-mail campaign. Positive feedback from Disclosure's sales staff supported our reputation for producing effective campaigns that sink the competition.

The Piranha identity and marketing portfolio was recognized in competitions by *Print* magazine, *Graphis*, and the Art Directors Club of Metropolitan Washington.

