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Branding and Exhibit Design

TARGUS
Information
Corporation:
A Brand
In Focus

Background

TARGUS Information Corporation offers customer database information to allow businesses to target and market more effectively to their customers with "Real Time Intelligence™." Their patented processes link every telephone number in the U.S. with valuable customer information.

JDG's Solution

After interviewing corporate executives to learn about the unique and differentiating features of their products, JDG designed a visual identity that highlighted the benefit of their solution.

Our concept used faces of people photographed from dramatic angles with bold, brightly colored backdrops that created an "edgy" look to get attention. The faces were tightly cropped and in sharp focus, while the bodies were blurred.

This technique represented how the TARGUS process of matching callers' phone number with relevant profile information "brings the customer into focus" in real time for Customer Relationship Managers. The type around the customer's face suggests the kind of information that can be provided including phone number, buying profile, and propensity to buy.

The visual approach was carried through from the direct mail collateral to advertising and tradeshow exhibit.

