

## CASE STUDY: National Qualitative Centers

### CHALLENGE

National Qualitative Centers conducts focus groups at its own locations in Boston and Chicago. The company wanted to promote the locations in a truly memorable way.

### SOLUTION

Block & DeCorso developed a direct mail campaign targeting Brand Managers who conduct focus groups. We utilized postcards and this dimensional mailing to highlight the differences of human perception based on the region in which they live. In Boston, they cheer the Red Sox, while in Chicago they root for the White Sox. Matching pairs embroidered with the NQC logo were given to brand managers when they visited the location.

### RESULTS

National Qualitative Centers are constantly booked.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



## BLOCK & DECORSO

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