



## ► GMS Case Snapshot

### Bryan's House

NON PROFIT

**Situation:** Bryan's House provides medically supervised daycare services to children who are affected, or infected, by HIV/AIDS, or cope with other serious disease, disability or injury. They needed a way to educate donors, medical personnel, board members, and potential daycare parents as well as enlist volunteers.

**Objective:** Create a look that would appeal to three primary audiences and a system to present information to these disparate audiences in a cost-effective package.

#### **Actions:**

- Strategized with leadership and gathered information
- Designed an identity that focused on the kids
- Designed a small pocket folder to contain inserts
- Designed and wrote 15 inserts to address the various audiences

**Results:** Materials were easy to use and claimed the attention Bryan's House required. GMS (formerly TMD) was selected to head their marketing efforts after the success of the project.



David Thomas, Executive Director of Bryan's House, stated TMD was selected to head its marketing efforts after several firms were considered. "We wanted to increase public awareness that Bryan's House has expanded its mission to include children with serious medical needs, as well as serving children and their families impacted by HIV/AIDS. TMD has the right mix of services needed to help accomplish this task."

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Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

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