



## Whisper Approach

Most advertising works on a very simple premise: relentlessly redundant repetition! The principle is to bludgeon the unsuspecting prospect with a torrent of information, sound bites and jingles, over and over again. The idea is that any impression is better than none at all. Advertisers would rather be reviled for annoying marketing tactics than be revered for tactful delivery.

These guerrilla tactics have pervaded our lives. No venue is sacred. We are constantly overwhelmed with advertisers insistent on making themselves part of our lives.

MLI offers you the tools to deliver a more personal message through our Whisper Approach to marketing. Let your prospects and customers know that you respect their time, you honor their space and you have something unique to offer them.

While your competition screams ineffectively from the rooftops, MLI will empower you to successfully whisper into the ear of willing and qualified participants and hold their attention beyond this often-brief moment.