



Sequentia and Market Yourself Smarter Announce the Arrival of SWING

*- New agency dedicated to connecting women with companies launches in Toronto;
launching new entrant into consumer drug retail market -*

Toronto, ON – February 14, 2006 – Advertisers are putting more and more emphasis on attracting the female consumer - even at the [SuperBowl](#) - and are finally acknowledging the power that women wield at and before checkout. But are they successfully connecting with women by tapping into the unique way women connect to each other? Word-of-mouth marketing, based on the natural propensity to recommend and refer, is the most influential form of media in practice today.

To help organizations capitalize on these two powerful trends, Sequentia Communications and Market Yourself Smarter, two established Toronto marketing companies today announced the launch of SWING, a non-traditional marketing communications agency that develops word-of-mouth driven marketing strategies and campaigns for clients who are committed to connecting with the female consumer.

The companies, both with experience building communities of women, have joined forces to launch Swing, geared at creating meaningful connections between women and brands based on consumer-driven, word-of-mouth marketing. “Women transact with their mouths first, their wallets second, forming relationships with brands through a series of interactions and ongoing dialogue. We help organizations create that dialogue with women rather than just facilitating one-off transactions,” said **Catharine Fennell**, President, Market Yourself Smarter and Partner in SWING. The two other partners in the new agency include **Jen Evans**, President of Sequentia Communications, and **Denise Shortt**, a Harvard-educated gender expert, author and co-founder of Wired Woman Toronto.

Swing helps clients cultivate loyalty and win new female customers through strong “word of mouth” buzz and innovative marketing programming including:

- **Ambassador Programs:** cultivating communities of influential female ambassadors
- **Brand alignment and positioning** for maximum female appeal
- **Female-focused market research and strategy**
- **Word-of-mouth marketing programs** that utilize the power of technology to connect like-minded consumers

- **SWING ThinkTank**, a network of women across Canada providing insights on what women really want and need

“Customers are more than just purchasers or influencers. They can be devoted advocates and ambassadors of your brand if you know how to address their needs and wants and bring them into the product development process earlier,” said Shortt. Added Evans, “Technology and the Internet have enabled companies to create real conversations with their audiences: we help organizations understand how to do that effectively and with significant return on investment.”

SWING works with large and small companies intent on creating meaningful relationships with women and counts among its clients: NIKE Europe, Cineflix, Youth in Motion, Instore Products Ltd.- BYOB, Cool-to-Go, WipeFree, Empress’ Secret/BioHerbalai, Elixir Organic Spa and GoodHealth Pharmacy, a major new entrant into the consumer drug retail market.

ABOUT SWING:

Swing, a Toronto-based “market-with-women” agency, builds female customer loyalty through community. Employing strategy, technology and networks of women, Swing helps companies connect authentically with female consumers and foster long-term relationships that extend beyond transactions. Visit <http://www.swingthink.com> for more information on the company.

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