

WHERE MIND GENOMICS® MEETS SMART COMMUNICATIONS

MIND GENOMICS®
\ˈmīnd jē-ˈnō-miks\ *noun*

The science of identifying the variability of mind-sets within a target audience segment to create messages that motivate individuals to act.

SMART COMMUNICATIONS
\ˈsmärt kə-ˌmyü-nə-ˈkā-shəns\ *noun*

An intelligent balance of strategy, tactics, resources and expertise that when effectively utilized, advances business objectives and demonstrates a clear ROI.

