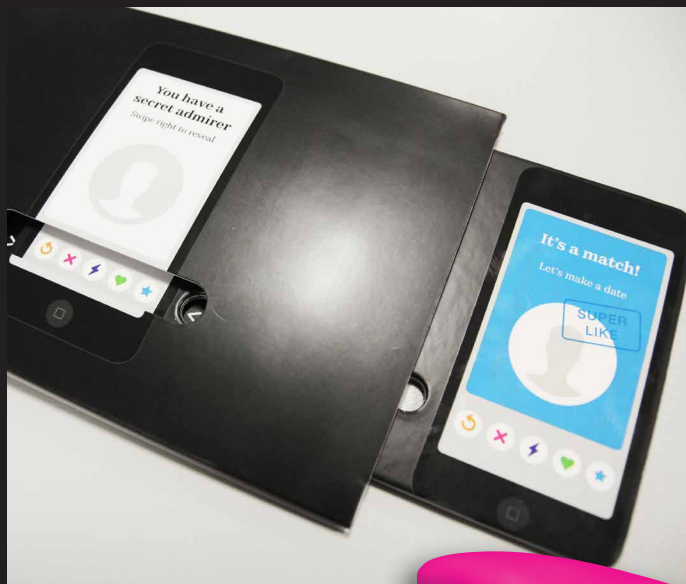




# ISG Scores a 'Super Like' this Valentine's Day

**Problem:** Low market awareness in the hospitality sector  
**Target:** 75% turnover growth in two years  
**Solution:** Tinder Valentine's cards sent to 800.  
Unbranded. 'You've a secret admirer... swipe right to reveal'



**Our lucky 800 Valentine's definitely gave us a chance:**

**23** meetings arranged 

 **40%** open rate

**7.25%**  click through rate

**£14m** project directly attributed

ROI of **1,590%**



From us to you.  
So you can get to know us better.



**Top image:**  
ISG's Tinder Valentine's cards

**Left image:**  
Global Hospitality brochure



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