

CASE STUDY: Gibraltar Securities

CHALLENGE

When many brokerage firms began shifting to online trading, Gibraltar Securities, which emphasized human touch in account relationships, wanted to attract brokers who were about to lose their jobs. Block & DeCorso had previously worked with Gibraltar Securities in building its brand awareness among consumers and had helped create a slightly non-traditional image for the brand.

SOLUTION

Block & DeCorso developed a campaign to target brokers at Merrill Lynch and other securities firms. It utilized the theme: **Is a mouse after your job?** and was accompanied with the image of a computer mouse that would be used for online trading. In addition to ads in industry publications, we created a unique direct mail piece that contained a mouse-trap imprinted with the message **Don't get trapped in a dead end job.** The bubble-pack envelope also held a brochure explaining Gibraltar's philosophy and why it was a better place to work.

RESULTS

Gibraltar Securities attracted several brokers with million-dollar portfolios, and eventually the firm was purchase by what is now RBC Dain Rauscher.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



GIBRALTAR 
SECURITIES CO.



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