



ELIGIBLE INC. APPOINTS PULP&FIBER AS AGENCY OF RECORD

Toronto, March 2010 – Matchmaking and advertising are finding common ground with the newly launched eligibleinc.com. The Toronto-based dating service has recently recruited Pulp&Fiber to handle their ongoing marketing and communications initiatives.

Eligible Inc. gets to know the ‘real you’ through one-on-one conversations. Its success is attributed to the relationship they build with clients, which allows them to pre-screen candidates according to your criteria.

“Marketing is actually a lot like matchmaking,” says Pulp&Fiber’s Art Mandalas, Director of Operations. “We get to know your business and use innovative tools to help you connect with the right demographic – but in this case, it’s your customers.”

An example of this is Eligible Inc.’s website, which Pulp&Fiber created to better connect with busy Torontonians. Here, potential candidates can learn about Eligible Inc.’s process and take advantage of services built for them. Because Eligible Inc. caters to busy professionals for whom time is a premium, Pulp&Fiber worked with Eligible Inc. to optimize dating for this demographic.

One of the website’s key features is an online personal assistant, Eligible Concierge™. Through this outlet, Eligible Inc. members have direct access to confirm reservations at the best restaurants, secure tickets for the most exciting events in town and even book extreme dating events all with a mouse click.

It’s another reason why Eligible Inc. compliments the lifestyles of Torontonians – and Pulp & Fiber compliments the needs of another unique Toronto client.

About Eligible Inc.

Eligible Inc. is a unique and contemporary, professional dating introduction service. It offers exclusive introductions for its busy and discerning members who are looking for authentic, quality dating. Based in Toronto, the company dedicates itself to seeking out the best possible and most desirable introductions for its growing number of clients nationwide.

822 Richmond Street West
Suite 400 Toronto, ON M6J 1C9
T: 416.361.0030
F: 416.361.1050

Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. As the pioneers in nightlife marketing, Pulp&Fiber have created concepts and branding components that have set the standard for Toronto nightlife.