

Tailfin Marketing to Collaborate on Issues Facing Atlanta-Area Girls

Atlanta Agency Adds Team of Girl-Serving Non-Profit Organizations to Client Roster

Atlanta, GA (April 27th, 2009) – “Tailfin Marketing Communications has been selected by The Girls Collaborative, a network of non-profit and girl-serving organizations, to create a viral marketing message that speaks to the issues faced by young girls and the tools they need to develop to make a difference in their own lives - self-confidence, active lifestyles and resiliency. Issues like teen pregnancy, school drop out rates, violence, and prostitution are among topics to be addressed.

“After meeting with all the finalists, it was clear that Tailfin was the group for us” said Sue Payne, of Girls on the Run. “Their mix of PSA and viral marketing experience, coupled with their passion and creativity, is just what we need to turn our message into a movement”.

“I’m convinced that being a female-owned company with 11 daughters as part of our extended Tailfin family gave us an edge,” joked Lola Carlisle, Tailfin’s Executive Creative Director. “In all seriousness, we couldn’t be more pleased to be a part of such a wonderful initiative.”

The “Collaborative” begins later this month, with the new messaging campaign launching in the third quarter of this year.

About The Girls Collaborative

Concerned that issues related to girls are not as visible as they were a few years ago, a group of local girl serving organizations recently formed the Girls Collaborative to address shared issues among the nonprofit and girl serving organizations. By pooling their resources and marketing funds, the group is looking to expand their reach and visibility through collaboration. Members of the Girls Collaborative include; Claris Bookstore, Cool Girls, Girls Inc, Girls on the Run, Goal, Inc., and GoGirlsGo!.

About Tailfin Marketing Communications

Founded in 1999, Tailfin is a mid-sized, full-service marketing communications agency based in Atlanta, Georgia. Founded and directed by advertising and web development agency veterans Lola Carlisle and Greg Abel, Tailfin’s operational philosophy is simple – deliver big-brand creative talent with small agency agility and personality. Clients include major international consumer brands such as The Coca-Cola Company and Hilton Hotels Corporation, a number of mid-sized national consumer and business-to-business brands, and a few local favorites just for fun. Tailfin’s capabilities and work portfolio run the gamut, including strategy and message development, identity design, advertising development, web planning and design, sales support materials, package design, broadcast creative, promotional programming, environmental and tradeshow design and pretty much anything else you can shake a creative stick at. Tailfin is an active member of the National Women Business Owners Corporation.



