

## TALENTSECURE LLC

TalentSecure, LLC provides human capital management systems to corporate human relations departments. It offers a 100 percent web-based system and suite of software products that assist companies and their suppliers with the acquisition and management of both full-time and contingent workers.

## IN THEIR WORDS

*"I tell everyone I meet that it was NextPage that made us stand out and let us step forward. I'm passionate about what they accomplished for us with clients and our competition."*

*Carol Carroll, Founder And President,  
TalentSecure*



## THE PROBLEM

### CREATING A PROFESSIONAL FRONT FOR THEIR PRODUCT OFFERINGS

TalentSecure started up quickly, offering a full range of staffing management products within two years.

*They had the tools and service, but didn't have the professional look that would get their products noticed and get them taken seriously.*

With various looks and collateral from different vendors, they lacked the impact they needed to showcase and market their products at tradeshow.

## THE SOLUTION

### AN INTEGRATED LOOK FOR BRANDED COLLATERAL MATERIALS

NextPage helped TalentSecure define who they were and what image they wanted to project.

*Together they chose a new color scheme to stand out against the competition, and created a uniform design for all of the email and print campaigns.*





## THE RETURN

### PROVEN PROFESSIONAL AND BRANDED MATERIALS

*TalentSecure now has professional-looking marketing materials and a tradeshow booth that draws crowds of clients, competition, and other vendors.*

When the company re-launches its product soon, it plans to work with NextPage to help implement a new campaign.



8300 NE Underground Drive, Pillar 122 | Kansas City, Missouri 64161  
816.459.8404 local | 800.660.0108 toll free | 816.459.8407 fax

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