



OVERARCHING GOAL:
Create Awareness & Build A Community

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pivot
are you in?

Zoosk: Pivoting to Win the Dating Game

Caseism.com



You **Tube**





millennials



inspired

engaged

hopeful

E?



supportive

creative

witty

open

cool



**we're the
dreamers
&
the doers**

The image features a large, thick blue circle centered on a white background. Inside the circle, the text "we're the dreamers & the doers" is written in a bold, orange, sans-serif font. The text is arranged in four lines: "we're the", "dreamers", "&", and "the doers". Outside the circle, there are three orange decorative elements: a short diagonal line in the top-left corner, a large arrow pointing left from the right edge in the bottom-right corner, and a small diagonal line in the top-left corner.