

## SOCAL SERVICES

Series of six postcard mailings positioning SOCAL in the marketplace as a client-oriented, caring employment agency. Photos were taken of SOCAL personnel with clients and then their testimonials were used as the copy. Each postcard had a slightly different message and focus. Series was mailed to clients and prospective clients and resulted in higher name recognition for SOCAL when calls were made to mailing list.



**BUMBLE BEE**

*“I have used SoCal Services since 1986 because I can count on the quality of their people. It is consistently excellent.”*

*Kathie Adams, Manager  
Human Resources Department,  
Bumble Bee Seafoods, Inc.*

*“Our goal is to establish long-term relationships with our clients so we can respond to their needs with the best person possible.”*

*Diana Stephenson,  
Vice-President, SoCal Services*



**SOCAL SERVICES**  
PERMANENT & TEMPORARY  
4909 Murphy Canyon Rd, #405  
San Diego, CA 92123

**Human  
Resources  
For  
Every Department**

*On Call 24 Hours a Day*  
**619-569-7555**

Bulk Rate  
U.S. Postage  
**PAID**  
Permit No. 2225  
San Diego, CA





*“SoCal Services helped us staff three offices, providing us with high quality receptionists, administrative assistants, accountants, and customer support reps. Many of these employees are still with U S WEST Cellular.”*

*Andrew Salony, General Manager  
U S WEST Cellular*

*“We're committed to finding the best personnel for our clients, whether they need one person or an entire office.”*

*Bill Stone, President  
SoCal Services*



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For  
Over 14 Years**

Recruiting Solutions  
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