

## Say hi to Poppy.

How do you do? I'm Poppy. I'm your splendid sitter service that's just a text message away.

How do I do it? I'm simply a matchmaker. No, not of the romantic kind. This is matchmaking for a different kind of relationship, but one that's equally as special.

I look forward to pairing your family with the most delightful caregivers in your neighborhood. The ones that make your child's eyes light up when they walk through the door. (Yes, they do exist!)



**Client:** [Poppy](#), an on-demand sitter service in Seattle.

**Needs:** A voice for the Poppy brand, especially for their mascot. Something approachable, magical, and fun, but also reliable and trustworthy.

**Solution:** A “Meet Poppy” manifesto that could be used across marketing materials and training materials to introduce both parents and hired sitters to the brand.

### Finished Product:

How do you do? I'm Poppy. I'm your splendid fairy “god-helper” that's just a text message away. Forgive me for just a moment while I practice my pitch:

*When you need a pinch hitter, I'll find you someone in a flitter. There's no need to chitter—a simple text will do. My sitters can take care of your whole litter (as long as they're not critters).*

*So get rid of those jitters. I'm no quitter, and it must be said—there's no one fitter to match you with the perfect sitter.*

Dear me... Ahem... In all seriousness, I'm simply a matchmaker. No, not of the romantic kind. This is matchmaking for a different kind of relationship, but one that's equally as special. I look forward to pairing your family with the most delightful caregivers in your neighborhood. The ones that make your child's eyes light up when they walk through the door. (Yes, they do exist!)

If my silly little rhyme wasn't clear, here's how it works: text me the date and time that you need help, then just sit pretty while I coordinate the rest. I'll promptly respond to your message once a match is secured. It only takes a text. Brilliant, right?

You can rest easy knowing every sitter we send into the world has taken the Poppy Pledge™. It's a pledge to bring a dash of whimsy, a burst of glee, and a flood of joy into your home and the lives of your children. Each sitter is also Poppy Certified™ – the most rigorous of screening processes I could imagine.

I proudly sing the praises of each and every sitter, and I'm confident you will too. At the end of each session, please do share your feedback. It further helps me find a complementary caregiver for your child and for your family.

*Poppy! There's no copy. And even when it's soppo—oh, blimey. Here I am waffling on again about myself when I'd really love to learn more about you. If you're in need of care, click [here](#). And if you're an exceptional caregiver with at least five years of experience, click [here](#).*  
Cheers, dears!

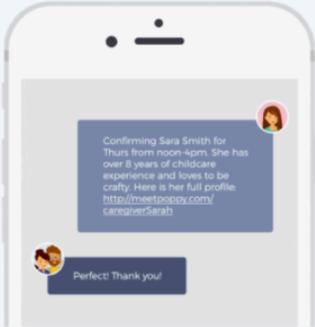
Poppy

### Text when you need us.

Here's how it works: text me the date and time that you need help, then just sit pretty while I coordinate the rest.

I'll promptly respond to your message once a match is secured. It only takes a text.

Brilliant, right?

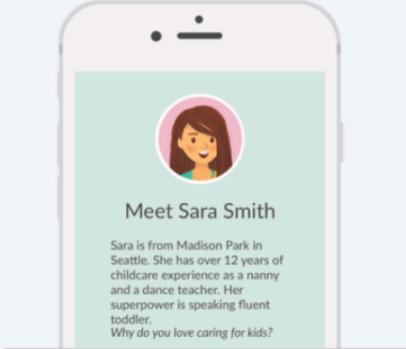


Four dots at the bottom indicate the current slide is the second of four.

### See who's coming over.

You can rest easy knowing every sitter we send to your home is Poppy Certified™ - a rigorous screening process to be sure they're exemplary.

They have also taken the Poppy Pledge™ - a pledge to bring a dash of whimsy, a burst of glee, and a flood of joy into your home and the lives of your children.



Four dots at the bottom indicate the current slide is the third of four.

## Feedback makes us all better.

I proudly sing the praises of each and every sitter, and I'm confident you will too.

At the end of each session, please do share your feedback.

It further helps me find a complementary caregiver for your child as well as refine my matchmaker instincts.

