

YOU & ME WE

# “Better Marriages”

## THE CHALLENGE

Brought aboard to examine how a social service agency might promote marriage and encourage stable families, we were struck by one clear reality: People want to tie the knot. Ninety-two percent of adults in our target areas had been, planned to be, or already were married. The problem appeared to be the product itself: marriage. Half don't last.

## TYPICAL APPROACH

Tell people why marriage is so great.



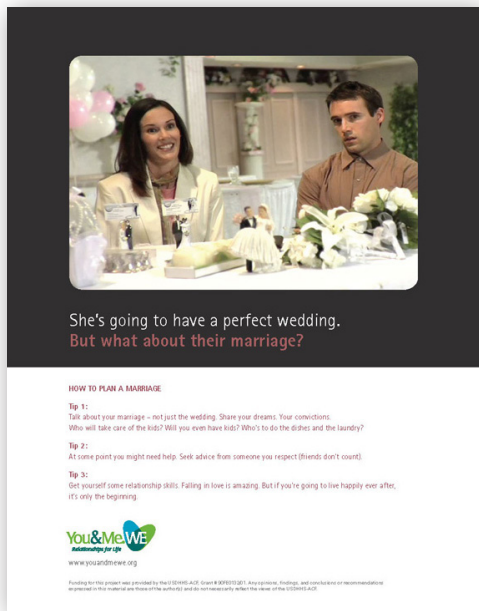
## OUR APPROACH

We surveyed our target audience and, through cluster and regression analysis of the data, found a psychographic scale that was both correlated with and a predictor of relationship-breaking attitudes and behaviors. Our interactive creative – including IHateHimSoMuch.com and EasyEddy.com – targets those “magical thinkers.” The humorous approach resonates with common frustrations, while providing tips for strengthening relationships. It draws in those who need help most – and who are least likely to seek it on their own.



## THE RESULTS

A 13% increase in enrollment in relationship workshops. Our “brand” of healthy marriage was featured nationwide in news stories and blog posts, prompting calls, emails and everyday conversations (like one overheard in a local bar) about what it takes to have a healthy marriage.



## Commitment Error 685: Relationship not found

We're sorry, the relationship you requested was not found. To avoid this error in the future, try learning about what it takes to build a good marriage.

Maybe you would like to look at:

- [You&Me.WE](#)
- [Assess Your Relationship](#)
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Easy Eddy is a project of [You&Me.WE](#)