

NEWS RELEASE

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BehavioralRx™:

The Art and Science of In-The-Moment Motivation, Influence and Action

Today's consumers are constantly on the go – managing multiple personal and professional priorities. This lifestyle calls for an adaption to consumer engagement so people can make in-the-moment decisions and take immediate action. 24K Creative, a division of Gold Group Enterprises, has the solution for in-the-moment customer engagement by means of a unique methodology and platform -- BehavioralRx™.

BehavioralRx™ uses proven psychological techniques and influences people's instinctive behavioral and emotional attributes -- including trust, credibility and reciprocity -- to motivate in-the-moment actions. Through an invite from the M.E.D.I.A. (Media-Entertainment-Digital-Information-Analytics) Special Interest Group, a sub-group of The Executive Forum -- www.executive-forum.org -- Bob Gold, CEO of Gold Group Enterprises, and Shelley R. Schoenfeld, Managing Director of 24K Creative, will be presenting the BehavioralRx™ approach to consumer engagement on Thursday, March 10th.

For more information about BehavioralRx™ or additional customer engagement solutions, please contact Shelley R. Schoenfeld at sschoenfeld@gold-group.com.

About 24K Creative:

At the intersection of creativity and technology, 24K Creative is an ever-evolving whirling dervish of innovation and ideas spun strategically in-control and primed to take you on a wildly successful ride. We create campaigns that work across multiple media to deliver integrated customer engagement solutions that marry traditional and modern methods. Focused on attracting and retaining consumer attention, 24K keeps the consumer engaged with your brand, making sure your product or service is top-of-mind, and sometimes even palm-of-hand.

<http://gold-group.com/24kcreative/>

