

# brand development

## Frain Group Inc.

Sales are everything. That's why Frain Industries has become so successful. In less than 20 years, the company came from startup to being a national leader in Packaging and Processing Equipment for Food Service.

### You need inteloquence.™

Making sales happen is also why Frain replaced it's previous agencies with Inteloquence.

In fewer than 6 weeks, we produced a live, ecommerce enabled site with more than 7,200 pages for over 3,600 pieces of inventory. This site includes a custom search engine, a live product specifier for over 115 different categories, an on-line quotation utility, multiple log-ins and sign-ons for user access, a discussion group, and advanced data collection for user preference and visitation.

We created a new image, a new website, a complete branding initiative including magazine ads, a direct mail plan, a public relations campaign, a multimedia presentation, a 52 page catalog, and are currently working on three infomercials for the firm, along with three other business units the company owns.

