

SPECIAL SAUCE

WHAT'S YOUR COMPANY'S ESSENCE &
HOW DO YOU MAKE IT A COMPETITIVE ADVANTAGE?



MARKETING ASSOCIATES USA

Let us share a story of transformation with you.

It's about a successful company which, with our help, became even more successful. For now let's call the company "Crum Services" because, well, that was their name when we began our process of taking their respected company, dedicated people and unique business model to higher levels of success.

Every business situation is different, so as you enjoy the story, keep in mind that at Marketing Associates we address every client's unique challenges individually.



Becoming more than a well-kept secret.

Crum Services, is a pioneer in the Professional Employer Organization (PEO) industry and was founded in 1981. Through a collection of related companies they were working with clients in over 40 states.

Crum Services offers outsourced staffing, HR, payroll, employee benefits, 401(k) and worker's compensation insurance.

While highly successful, these companies had no established brand and limited name recognition. Prospects didn't know what they offered. They were a well-kept secret known to agents that resold services, but not well known to the wider business community.

These were impediments to growth.

"We had done well, but no one knew who we were. Marketing Associates helped position us as a growing national company."

— Frank Crum, Jr.





*Marketing Associates
was engaged
to provide
a fully integrated,
total solution.*

Marketing Associates first
needed to discover what
gave Crum Services its
competitive advantage.

To reach the next level of success,
important changes needed to take place.

Frank Crum and his senior team looked to
Marketing Associates for our counsel,
creative insights, strategic solutions
and total execution of an aggressive
integrated plan.



Finding the “special sauce.”

Research data from customers and brokers conclusively revealed that this is a company firmly rooted in strong family values, integrity, customer service and exceptional commercial value. With this in mind the company was renamed “FrankCrum” and the new brand was expressed by a trademark that brings family, people and business together. The FrankCrum family surname coupled with “A Family of Employer Solutions” conveys the essence of family and establishes the business space.

The three C’s in the brand icon represent the important parties affected by partnering with FrankCrum: Employer, Employee, FrankCrum.



A Family of Employer Solutions.





A Family Of Employer Solutions

HERE FOR YOU



COMPANY

Founded in 1981, FrankCrum serves employer brokers and job applicants through a family on integrity, innovation, professionalism and customer service.

Employer Solutions

FrankCrum, a pioneer in the PEO industry, provides cost-effective resource management services. This allows client organizations business growth and success. Working with employers in over outsourced HR, payroll, employee benefits, 401(k), workers c

Staffing Solutions

FrankCrum Staffing recruits and places highly qualified staff v reducing client time and recruitment expense and allowing th business. The Company provides temporary, temporary to fill services to employers, employees and job seekers in the sta

Partnering with you for success

Honesty, quality, value, accountability and customer service welcome the opportunity to work as partners with clients, th applicants to help them achieve their personal and professio

Harnessing the full power and flexibility of the internet.

From the ground up, we built a web presence that accurately reflects the FrankCrum value proposition and provides an intuitive branded experience for the full range of constituents: employers, employees and brokers.

A comprehensive search engine marketing strategy optimized the site and unleashed its potential to drive true business results for FrankCrum.



Leveraging collateral to communicate and sell.

Beautifully designed—FrankCrum print materials communicate with clarity and make a powerful first impression.

Whether co-branded with brokers or utilized by direct sales, collateral effectively facilitates “getting to know us” through proposal delivery.

The flexible design system enables customized communications for every prospect.



Creating awareness of FrankCrum with mass media.

Mass media advertising, including newspapers, business magazines, billboards and direct mail delivers the FrankCrum message to the business community.

Awareness of the brand is efficiently achieved with intelligent media selection to maximize value.

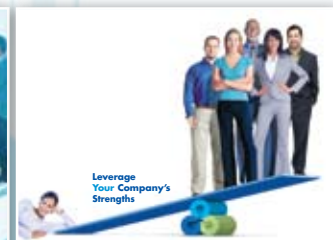


Comprehensive Solutions for Individual Personalities.

If you have a business, you have employees. If you have employees, you've assumed responsibility for managing a multitude of administrative tasks. The FrankCrum family of administration solutions for employers eliminates the worry and hassle of workforce issues that can distract you from reaching your business goals. We provide a variety of outsourced solutions for businesses of all sizes, in any industry, to take care of your human resources, payroll, benefits, and workers' comp needs. We can also fill your staffing positions with qualified and experienced employees, quickly and efficiently. FrankCrum can provide the employer solutions your business needs, allowing you to focus on what you do best. Contact us at **1-877-695-6207** or visit frankcrum.com.

FrankCrum
A Family of Employer Solutions

HUMAN RESOURCES • PAYROLL • BENEFITS • WORKERS' COMP • STAFFING



Leverage Your Company's Strengths

The FULCRUM SOLUTION from FrankCrum. A family of administration solutions for employers addresses the worry and hassle of workforce issues that can distract you from reaching your business goals. Outsourced solutions for businesses of all sizes, in any industry, to take care of your human resources, payroll, benefits, and workers' comp needs. Staffing positions filled with qualified and experienced employees, quickly and efficiently. FrankCrum can provide the employer solutions your business needs, allowing you to leverage your company's strength and focus on what you do best. Contact us at **1-877-695-6207** or visit frankcrum.com.

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HR, Payroll, Benefits, Workers' Comp. Individual Situations. Complete Solutions.

If you have a business, you have employees. If you have employees, you've assumed responsibility for managing a multitude of administrative tasks. The FrankCrum family of administration solutions for employers eliminates the worry and hassle of workforce issues that can distract you from reaching your business goals. We provide a variety of outsourced solutions for businesses of all sizes, in any industry, to take care of your human resources, payroll, benefits, and workers' comp needs. We can also fill your staffing positions with qualified and experienced employees, quickly and efficiently. FrankCrum can provide the employer solutions your business needs, allowing you to focus on what you do best. Contact us at **1-877-695-6207** or visit frankcrum.com.

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Effectively building credibility with PR.

Gaining news media coverage is crucial to FrankCrum's success. Our effective PR plan yielded volumes of feature articles that gave personality to this "family" business and an opportunity to communicate about its value-added offerings.



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THE TAMPA TRIBUNE

and The Tampa Times

What And Who Is This FrankCrum?



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Business Review

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Creating meaningful brand experiences through community support and activities.

Home team enthusiasm fueled by Frank Crum's passion for hockey extended the FrankCrum brand exponentially.

Marketing Associates arranged promotional exposure at the St. Pete Times Forum during Tampa Bay Lightning hockey games.

As a caring and responsible corporate citizen, FrankCrum sponsors an annual golf tournament benefiting Trinity Cafe, an organization that serves nutritious meals to the homeless and hungry in an atmosphere of kindness and dignity.



Delivering strategic business solutions by developing sub-brands.

We built product and service equity through the development and introduction of subbrands like *FrankAdvice* and *FrankCrum GoodHealth*. These new brands enhance value-add, extend the FrankCrum brand, and generate healthier, and many times even "new" revenue streams.



Creating a memorable experience at trade shows.

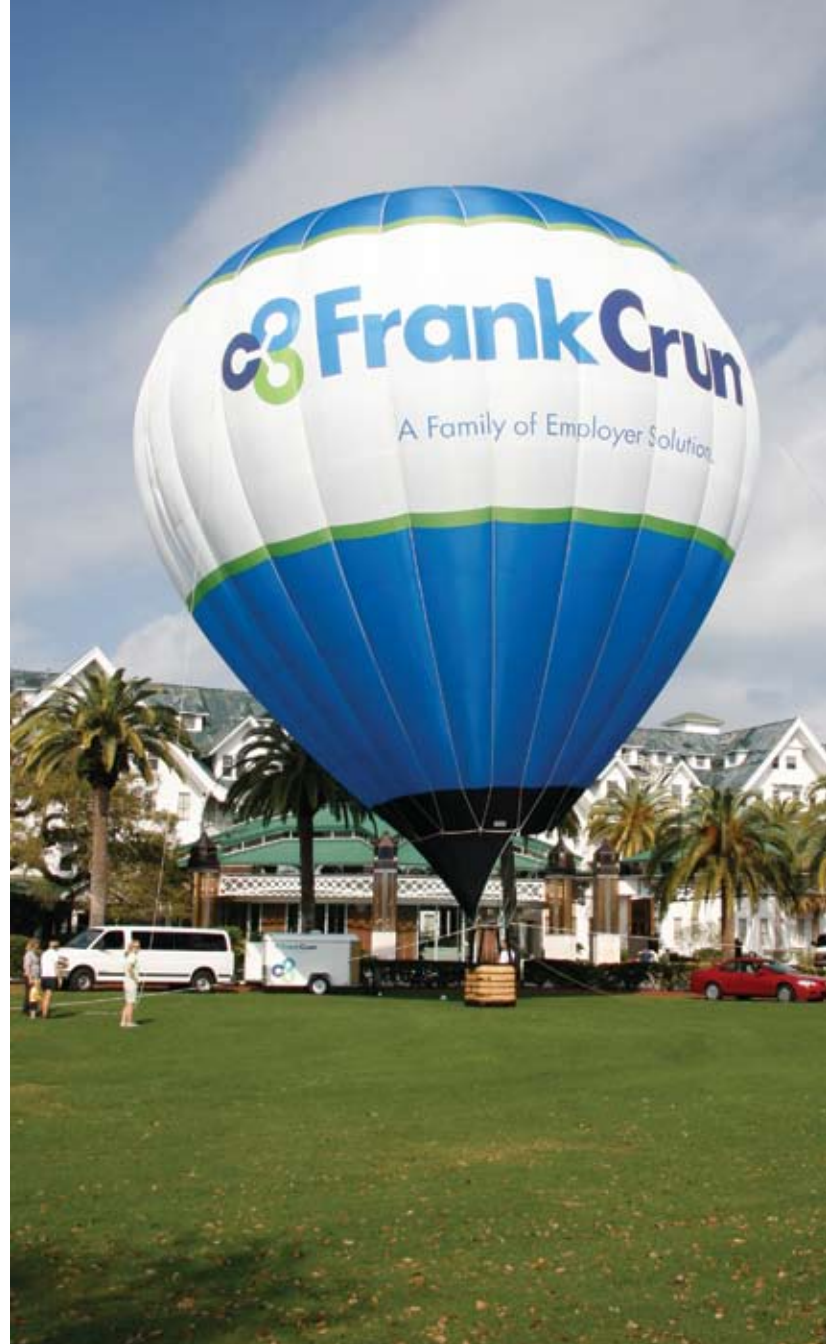
The go-to-market strategy we formulated for FrankCrum includes vertical market trade shows. This audience represents low hanging fruit for FrankCrum, and the challenge is to get noticed, make an impression and then let the compelling service model value proposition talk for itself.

We designed an award-winning “experience with stickiness” that included a special photo-op— the prospect literally inserts him or her-self into a photo set that puts them at the heart of the FrankCrum experience. Once the magazine cover style photo is framed, it “sticks” around on the desktop indefinitely.



Thinking big.

FrankCrum made a huge impression during the launch of their new brand. A custom hot air balloon delivered high visibility as it soared in the skies of the home market area. Marketing Associates developed the concept, coordinated the flights, and tethered displays of the craft in high traffic venues.



It all begins with a conversation.

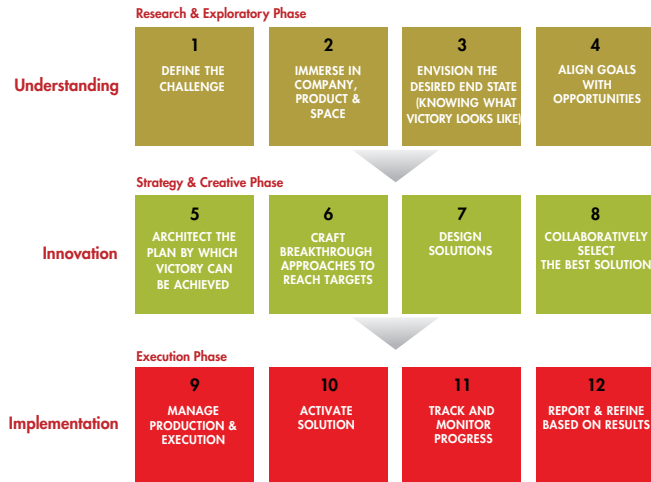
Let's discuss your company's goals & objectives. While they will be different than FrankCrum's, we can identify unique opportunities for your company.

Jeff Darrey, CEO, Marketing Associates USA

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Marketing Associates follows these 12 steps which involves gaining a thorough understanding to fuel our creative and strategic phase followed by careful execution and analysis of results.





Marketing Associates USA

MARKETING + PROMOTIONS + BRANDING

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