



The Feinen  
Group

Communications  
& Marketing Services





*strategic partnering*



*critical thinking*



*innovative ideas*

*integrated marketing communications*





The Feinen Group is a multi-faceted design and marketing consulting firm. Our integrated approach to marketing communications starts with sound market-based thinking that is transformed into a strategic market plan. Using creative approaches, integrating ideas and technology, we extend concepts and strategies across a wide variety of media to meet your goals.

We have succeeded because we truly believe that successful business building efforts are based on a strong position of understanding. Communications need to be *RELEVANT* and meaningful.

Selling strategies must clearly differentiate a brand, product, or service by finding a need in the market place. To market successfully, an *ORIGINAL* positioning approach is essential.

At the core of any strong selling message is a big idea that is simple, direct, and easy to understand. Ideas that will motivate are crisp and *CONCISE* in message content.

We feel it also possible to create a strong connection with the target audience by developing ideas that generate emotional attachment. Messages need to be **INVOLVING** to have lasting impact.

When your marketing efforts are **Relevant, Original, Concise, and Involving**, you can always count on a *Return On your Communications Investment.*

We have helped develop and implement market-driven advertising and promotional programs for many companies. Our clients benefit from our knowledge and years of experience with integrating market solutions that will provide communications results that render value for many years to come.

The Feinen Group would be happy to meet with you and listen to your needs, discuss your goals, and help create a communications solution that meets your business objectives and marketing budget. Call Jeff Feinen at 716-759-0326, or you can email [jfeinen@feinengroup.com](mailto:jfeinen@feinengroup.com) today to start enhancing your awareness and strengthen your market position.





**Eastman**  
PHARMACEUTICALS

**Brouillard  
& Company LLC**

**Odyssey**  
BUSINESS SOLUTIONS SOFTWARE

Integrated marketing communications can take many forms. The Feinen Group is experienced in all aspects of corporate communications and media development for business-to-business marketing of products or services, and consumer advertising.

From corporate identity development through all supportive materials necessary for your buying public to make educated purchase decisions, the Feinen Group is there to support your best interests.

#### *Corporate Identity*

- Logo design and development
- Corporate Stationary
- Exterior Signage
- Vehicle Signage

#### *Market Research*

- Market Demographics
- Market Position Analysis
- Media Analysis
- Competitive Analysis
- Product/Service Positioning

#### *Sales Support Materials*

- Product Capability Brochures
- Corporate Capability Brochures
- Point-of-Purchase Brochures
- Direct Mail Programs
- e-Presentations
- Video Presentations

#### *Trade Shows*

- Booth Design and Creation
- Show Services Coordination
- Pre-Show Promotion Materials
- At-Show Promotion Incentives
- Post-Show Followup Materials

#### *Market Planning*

- Market Goals & Objectives
- Media Opportunities & Planning
- Media Rate & Schedule Negotiation
- Position Rational
- Creative Strategies
- Creative Implementation

#### *Web Development*

- Web Site Design & Programming
- Internet Strategy Development
- Internet, Intranet, & Extranet
- Web Hosting & Email Marketing

#### *Promotion Design*

- Point-Of-Purchase Display Materials
- Trade Incentive Materials
- Consumer / Business Marketing
- FSI Ad Development & Insertion

#### *Media Advertising*

- Concept Development
- Print Ad Design & Production
- Media Coordination
- Media Placement
- Broadcast Media Development
- Outdoor Design & Production



Direct Mail Development



Sales Support  
Materials  
Development



Print Media Development



Web Site  
Development



# Creating Awareness



Our client representation has spanned different industries providing a wide array of experience. This experience helps us develop and promote the strategic market planning to successfully target appropriate market segments for each of our clients. Some of the industries and clients we have served are:

#### **Banking:**

Goldome  
Marine Midland Bank  
M&T Bank  
HSBC  
Household Bank  
Land of Lincoln Bank

#### **Metals Industry:**

Ajax Magnethermic  
B&L Information Systems  
Fargowear, Inc.  
Hunter Automated Machinery Corp.  
MAGMA Foundry Technologies, Inc.  
R&S Foundry Systems  
Summit Foundry Systems  
Tinker Omega

#### **Food Industry:**

Rich Products  
Standard Brands (Planters Nut Division)  
Tops Markets  
Welch Foods  
Wilson Farms Convenient Stores

#### **Health Care:**

Blue Cross & Blue Shield  
North Americare

#### **Manufacturing:**

Bird Manufacturing  
Tensor Structures  
Ohio Star Forge  
Sherwood Scuba  
Acme Electric  
Eastman Kodak Movie Film Division  
Atlas Specialty Steels

#### **Powder & Bulk Industry:**

Carrier Vibrating Equipment, Inc.  
Munson Machinery, Inc.  
Pebco, Inc.

#### **Service:**

Adelphia Communications  
Catholic Charities  
Service Systems  
Brouillard & Company  
Hartung & Associates  
Midwest Compressor, Inc.



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