



AMD Goes behind the Camera for PE Systems

When Profit Enhancement Systems recognized they needed better tools for their salespeople, they turned to Anderson Mraz Design for help. The company, based in Spokane, uses proprietary analytic software to lower the fees associated with credit card payment processing for clients throughout the United States.

But it's not always an easy sell, according to PE Systems director of marketing Kathleen Sullivan. "Both in telemarketing and in selling to executives, credibility is a huge issue," she explained. "It's hard to earn and harder still to communicate. AMD found a creative and strategic way for us to do both. They developed the concept and script, and managed the entire process – and the result is a video that serves not only as a tool for our salespeople, but also as a point of pride for every one of us at PE Systems."

AMD copywriter Aaron Bragg wrote a script that met the credibility issue head on – by soliciting testimonials from three major, household-name clients. "It turns out that PE Systems has no shortage of clients who are willing to go on record about the savings they achieved," he said. "It's hard to argue with that."

ILF Media provided filming, editing, sound, and animation services; Digital Itch contributed to the project with titling and additional animation. AMD led the project with concept development and creative direction. A brief clip of the video can be seen on AMD's website.

Formed in 1988, Anderson Mraz Design is a Spokane, Washington-based marketing and communications design group operating in local, regional, and national markets. The firm offers expertise in all areas of branding across a diverse and widespread client base, with services that include consulting, planning, and strategic development, as well as deliverables that range from corporate identity to advertising, from website development to environmental graphic design.

For more information, please visit am-design.com.



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