

BRAINFOOD

INNOVATIONS FROM THE CONVERGENCE OF
BUSINESS, MARKETING AND CREATIVE STRATEGIES
WITH LEADING TECHNOLOGY

Who is FabCom?

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HIGHLIGHTS



fabcom
integrated strategic marketing

END-TO-END SOLUTIONS

FOR STRATEGIC, ACCOUNTABLE MARKETING AND ADVERTISING

WHO WE ARE

FabCom is an elite team of strategists and creative implementation experts powering best-of-class marketing technology to help clients grow their businesses and increase revenues.

We deliver innovations derived from the convergence of business, marketing, and creative strategies with leading technology. We produce results. We guarantee it.

Profile

Founded in 1993, FabCom specializes in a hybrid strategic methodology, accountable marketing and advertising, and end-to-end solutions from idea to campaign implementation. Real-time measurements and accountability are crucial components of all strategies created by FabCom. This has enabled us to be the first in our industry to offer clients a guarantee of results.

FABCOM IS A FULL-SERVICE STRATEGIC MARKETING, PR, AND ADVERTISING FIRM

Principal: Brian Fabiano

Number of Employees: 25

Local Area Billings: \$30.7 Million*

Location

7819 East Greenway Road

Suite 5

Scottsdale, AZ 85260

Contact

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www.fabcomlive.com

*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

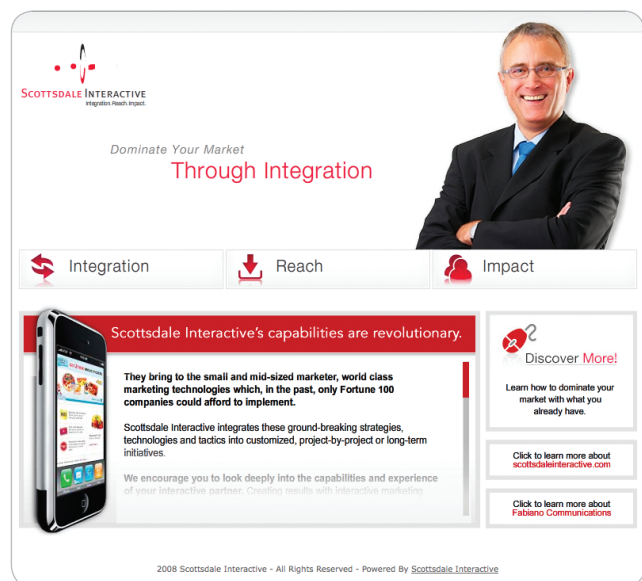
Areas of Expertise

- Strategic Planning: Corporate Strategy, Marketing Strategy, Creative Strategy
- Advertising
- Branding/Positioning
- Corporate Identity
- Website Design and Development
- Marketing Communications
- Website and e-Commerce Development
- eMarketing Campaigns
- Sales Force Automation
- Media Planning and Buying
- Call Center Integration
- Premium and Incentive Marketing
- Event Marketing
- Public Relations
- Sales Planning/Promotions
- Database/Client Relationship Marketing
- 1-to-1 Direct and Dynamic Marketing
- Custom Analytics
- Real-Time Dashboard Reporting
- Research
- Cross-Channel Integration
- All Traditional and New Media Platforms

REVOLUTIONARY BUSINESS

Scottsdale Interactive™ is the division of FabCom powering world-class marketing technology to grow businesses and increase revenue. We bring the small and mid-sized marketer the leading technologies which, in the past, only Fortune 100 companies could afford to implement. We teach you how to dominate your market with what you already have.

Learn more about Scottsdale Interactive™ ([CLICK HERE](#))



The screenshot shows the Scottsdale Interactive website landing page. At the top left is the logo with the tagline "Integration. Reach. Impact." Below it is the headline "Dominate Your Market Through Integration" and a photo of a man in a suit. A navigation bar contains three buttons: "Integration", "Reach", and "Impact". The main content area features a smartphone displaying a mobile app interface. Text on the page states: "Scottsdale Interactive's capabilities are revolutionary. They bring to the small and mid-sized marketer, world class marketing technologies which, in the past, only Fortune 100 companies could afford to implement. Scottsdale Interactive integrates these ground-breaking strategies, technologies and tactics into customized, project-by-project or long-term initiatives. We encourage you to look deeply into the capabilities and experience of your interactive partner. Creating results with interactive marketing." There are two "Discover More!" call-to-action buttons with links to "scottsdaleinteractive.com" and "Fabiano Communications". The footer contains the text "2008 Scottsdale Interactive - All Rights Reserved - Powered By Scottsdale Interactive".

What's New at FabCom

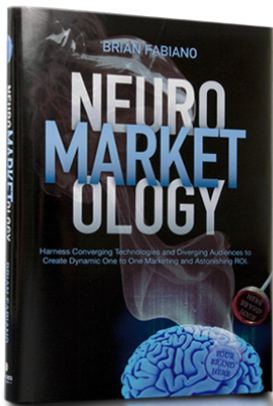
A TRADE ORGANIZATION FOR MARKETERS ON THE LEADING EDGE

The 1to1.org is a users' group of content owners and content-generating organizations. The objective: advanced one-to-one, integrated, cross-platform, multi-channel marketing. This includes database marketing, dialogue marketing, personalized variable messaging; event, trigger and transactional marketing, push and pull marketing, and all technologies that promote or utilize advancing personalized communications, integrated across multiple marketing media/platforms to elicit higher ROI from advertising campaigns.

Online community launch - December 2009

NEUROMARKETOLOGY™

Harnessing the power of brand and positioning is half the battle. This new book by FabCom founder, Brian



Fabiano, takes off from the plan and shows you how to map your brand attributes directly to the new divergent markets. Doing this right the first time is critical to your business, its future growth and your success. With more than 20 years

of marketing and advertising experience as president of one of the top agencies in the Southwest, Brian's background and groundbreaking development of this new science have helped clients all over the country begin to change the way they think about branding and the human brain.

Book Release Coming Soon - September 2010

ONE TO ONE DATA MINING AND SEGMENTATION

The future of marketing is personally relevant content combined with real time one-to-one messaging. In other words, mass customization. Opening up a true one-to-one dialog with customers and prospects is only possible when you can effectively manage and manipulate typically siloed data resources.

DataSegmentation.com has the capabilities to wring surprising new activity from the analysis and segmentation of your existing data no matter how divergent. CRM, call center, enterprise, accounting, shopping cart...the data goes on and on. We provide the resources to seamlessly deploy all of it in real-time.

History

FabCom is led and staffed by a team of professionals who possess integrity, dedication and expertise. These team members are not only experienced in all aspects of marketing, public relations and advertising, they are dedicated and enthusiastic about their work. As a mid-sized, strategically-based agency, FabCom focuses on teamwork with both our clients and our internal associates.

Today, FabCom is a full-service branding and positioning agency. The agency is a nationally-recognized business innovator and leader in dynamic

marketing whose expertise and insight in marketing, corporate identity, positioning, branding, sales optimization and strategic planning are sought after by for-profit and not-for-profit corporations worldwide. FabCom has extensive knowledge in numerous areas, including the intricacies of mergers, acquisitions and product introductions, as well as finance and strategic planning. On the operations side, FabCom has developed and implemented enterprise-wide sales force optimization programs, database marketing platforms and real-time fulfillment systems for information and hard goods.

CLIENT EXPERIENCE

American Heart Association	Dee Howard Air Craft	Kellogg's	Proctor and Gamble
America West Airlines	Del E. Webb Memorial Hospital	Kragen Auto Parts	Qwest
Arizona Cardiology Group	Disney	Marie Callender's	Schuck's Auto Parts
Arizona State Savings and Credit Union	Ed Moses Dodge	Mattel, Inc.	St. Luke's Medical Center – Barrow Heart Lung Center
Bank One	Fairmont Hotels	Mazda	Sun Chlorella USA
Barnet-Dulaney Eye Center	FedEx	Mercy Care Plan	Sun Health
Bombardier Aerospace	Guinness	MGM Grand	Tempe St. Luke's Hospital
Boswell Memorial Hospital	Harley Davidson	Morey McQueeney Eye Centers	Tucson Medical Center
Catholic Healthcare West	HBO	Motorola	United Blood Services
Charles Schwab	Hypercom	Net Solutions	United Concordia
Checker Auto Parts	Hyatt Regency	Novartis	University of Advancing Technology
Cisco	IBM	PayTech, Inc.	Up. Networks
Citibank	IntelliQuick Delivery	Pride Printing	Volkswagen
CSK Auto, Inc.	Inter-Tel	Primarion	