

# brand development

## Cascade Waterworks Manufacturing, Inc.

Underground but not out of mind. That was one of the many problems we faced creating a new look and strategy for this 20 year old manufacturer of water and sewer products.

Intelloquence had to create a new look, a new website, a new interactive cd catalog a direct mail program, and a new tradeshow booth.

Pretty good, if you have months to do it. Unfortunately for the client, their previous agency wasted 7 months and delivered nothing but a tight deadline for Intelloquence.

We took charge and produced it all, (including all 1332 files for the website, in less than 7 weeks, plus held a dealer training meeting to kick off the new look.

**It's marketing, made smarter.**

