



InterQuantum™, An Inter/Media Company

When you launch a new product, wouldn't it be nice to have a guardian angel sitting on your shoulder directing and working with you on exactly how to position it, market it, advertise it, get it into retail stores and then make sure it's a hit so it stays on the retailer's list of must-have products? Think of InterQuantum™ as that guardian angel.

Headed by entrepreneurs Anthony and Lauren Raissen, who conceived, created and marketed the phenomenally successful BreathAsure natural breath freshener that became a global multi-million dollar powerhouse, InterQuantum helps companies plan and manage their growth – whether those are direct response lead generation businesses seeking to expand or product marketers looking to begin with direct response and eventually sell at retail. InterQuantum, one of Inter/Media Group of Companies, assists them with evaluating the market, positioning their products, leveraging their assets, navigating the retailer relationship and ensuring sell through.

"I tell clients that before you jump in the river, you have to make sure you can get all the way across," says Raissen, who serves as President. "If you get scared, run out of resources, or lose direction, you will drown. We help them take a step back and determine if they have the ability to make the leap before they venture out and lose a lot of money. Sometimes the best money they spend is the money you don't spend. It's great to have clients who know what they know, but our gift is that we help clients discover what they *don't know* and then help them to bridge the gap. We then set up the strategies and open the doors that will insure their success. InterQuantum provides solutions, expertise, products and great customer service to our clients in order to enable them to identify, articulate and achieve their personal and corporate visions, goals, desires and aspirations."



Through IQ Plus™, InterQuantum's proprietary software, clients are able maximize their retail marketing and advertising efforts.

The Raissens at InterQuantum and their partners at Inter/Media Advertising leverage years of experience and clout to help clients successfully introduce or expand their product's presence. InterQuantum develops, plans, and executes strategic advertising and marketing campaigns, as well as retail sales representation for direct response, lead generating and retail clients. The company's retail network specializes in food, drug, mass merchandiser, club, convenience and health food stores. Some of the companies with which InterQuantum has relationships include Wal-Mart, Walgreens, RiteAid, CVS, Costco, GNC, Kroger and Safeway, to name a few.

In a nutshell, the process is:

- Research the market, the competitors, the prospects for success, and the media landscape using data compiled by Inter/Media Advertising's research department
- Access the client's internal and external resources. Design packaging and design. Manage call centers, fulfillment centers, etc. as needed. In some cases, InterQuantum will even help source new suppliers and manufacturers to reduce costs, thus creating a price point that works at retail.
- Develop or fine tune a strategic advertising/marketing plan that may involve TV, radio, print or online advertising, taking into account the vast different media options in today's fragmented media marketplace. Then use the clout of Inter/Media's 32 years and millions of dollars of ad buying to get the best rates.
- Evaluate best retailer options and then develop or help to make the sales pitch
- Determine the best pricing options and offers for different retailers or ad campaigns
- Work with the retailer to secure the best timing, optimum visibility and placement, formulate displays, determine shipping parameters and navigate the intricate matters of fees
- Collaborate with the retailer to create promotional campaigns, co-op advertising, shelf talkers, various forms of in-store advertising, customer loyalty programs and other sales drivers that ensure sell-through.

"Each chain has a dizzying amount of different requirements," said Raissen. "Marketers trying to do this on their own can lose patience, give up or make catastrophic decisions. InterQuantum knows the shortcuts and the solutions, and we also use our relationships with the retailers to get the best deal. We provide the face-to-face personal touch that makes it work. It's what we do. Importantly, the clients can leave it in our hands and not worry about the details."

Raissen points out that he and Lauren have been on both sides of the fence—as both client and agency—and thus they are uniquely qualified to act as a champion for the clients, bringing their passion for success to the table and helping the clients to realize their dreams.

InterQuantum's clients come from throughout the U.S., Canada, as well as overseas. Half of the company's clients are product marketers looking to enhance their direct response buying power with Inter/Media's knowledge and clout, and then make the jump to retail. The other half are lead-generation companies selling businesses opportunities, franchise opportunities, and educational leads, etc. that can benefit from the breadth and depth of InterQuantum's expertise and the combined resources of the seven Inter/Media companies. InterQuantum steps in and essentially becomes the marketing arm for many of its clients. Another source of business for the company are agencies that may not have the expertise and buying power in direct response or the relationships in the retail sector that InterQuantum has at hand.

"We believe in developing strong long-term relationships through remarkable interpersonal skills and understanding, as well as becoming an integral part of a client's team by providing ongoing support," says Lauren Raissen, who serves as COO and CFO.