

News

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Indiana Technology Companies Name New Ad Agency Camile Products and *icorn.com* Select 5MetaCom

INDIANAPOLIS—Camile Products and *icorn.com* have selected 5MetaCom, the state's largest firm specializing in advertising for technical and regulated products, as agency of record. Camile Products is a growing, high-tech developer of laboratory automation systems for the pharmaceutical and chemical industries. E-commerce company *icorn.com* is a high technology company using the Web to market products to grain producers.

5MetaCom's focus and experience were keys in Camile's decision. "I thought I'd have to go to one of the coasts to find a technical ad agency, but I didn't," said Kathy Conner, Marketing Director. Camile Products serves clients Eli Lilly and Company, Eastman Chemical, Proctor & Gamble, BASF, Dow Chemical, Pfizer and others. 5MetaCom is responsible for marketing and public relations initiatives.

E-commerce success is Steve Hilger's, *icorn.com* President, goal in launching his agribusiness via the Internet. Hilger first interviewed Web shops and then decided on 5MetaCom to spearhead his e-business marketing, along with Web site design and content. The company later selected a Web developer to provide site construction, transaction and hosting services. Hilger explains, "Getting people to your site and making the sale requires solid marketing principles and fundamentals—something Web development shops don't

have.” Hilger adds, “5MetaCom’s unique approach to creating and building our brand in addition to their understanding of selling over the Internet made sense. And, it’s working.” 5MetaCom’s responsibilities include marketing strategy, branding, Web site design, Web content, collateral, and campaigns for print, radio, direct, and online.

Founded in 1977, 5MetaCom is a full-service advertising agency specializing in advertising for technical and regulated products. 5MetaCom can be found on the Internet at www.5metacom.com.

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