

RizkMcCay hand distinctive presence to business development specialists Frenger International

For over 25 years, Frenger International has helped companies to achieve their international objectives. To do so, they provide specialist expertise in four key service areas: **Mergers & Acquisitions, FDI Consultancy, Business Services and International Strategy.**

Having four distinct areas of business presented Frenger International with a branding issue. How best to promote their company as a whole, whilst focusing on the promotion of each individual service to its own target audience?

RizkMcCay provided a winning solution. Through an evocative and Magritte-esque visual device of hands, which also represents Frenger's hands-on approach, we were able to clearly present each specialism in a unique way, whilst staying part of a family.

The result was a transformation from the previous mish-mash of messages to clearly defined and unified services, inspiring Frenger International's Jean-Noël Mermet to comment: "RizkMcCay has really helped us promote our business and the calibre of our services in a much more focussed manner."

RizkMcCay is a dynamic and rapidly growing design agency. We work with national and international names from our Nottingham base. Our clients represent a diverse range of products, services and industries, and operate in both the private and the public sectors.



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

DESIGN ADVERTISING BRANDING

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