

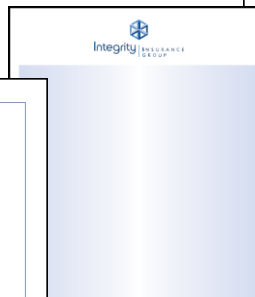


# FROM ORDINARY TO EXTRAORDINARY

## Integrity Insurance Group

### Background - Who?

Integrity Insurance Group is a national, independent insurance broker serving their "neighbors" across the U.S. from their home base in Elk River, MN. "Integrity. It's not just a name. It defines who we are."



### Challenge - Why?

Matt and his team were in the process of redefining their business model. To accomplish this, they wanted a new look, professional marketing materials and a website to support their new direction.

### Strategy - How?

Matt and Brian met with Bryan Schreifels and were impressed with the EBS approach and their affordability. So EBS, with Matt's team providing feedback, set out to create a new logo, a professional brand, new marketing materials and a website.

### Results - What?

The Integrity Insurance Group team is experiencing explosive growth. Through an evolving process they were able to redefine their business model and hit the nation's streets with a new professional look and feel!



### Contact

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