

## Television Commercial

The client was a conglomerate of companies, owned by brothers who wanted to present their companies as being connected to one another. We did two things to accomplish this by 1) repeating their family name "Pifer," which was shared by the brothers and recognized in the community; 2) coining the tag line, "from concept to completion." (Video on eloquigroup.com, samples)

Transcript:

From commercial property development and management, to home remodeling and construction, to real estate sales and transactions--Pifer has you covered. Pifer has the experience you demand. Pifer makes your project their priority. Pifer is a name you can count on. We are the Pifer Companies, by your side from concept to completion. Give us a call at 540-542-1670 or visit us online at [www.piferco.com](http://www.piferco.com).