THE CUSTOMER

We're an integrated, full-service advertising agency, so we use every tool in the box to solve a problem. It's all about the message on the page. And whether that page is on Facebook, in a magazine or anywhere in between, our aim is always the same: connect brands with the people who live them.

Founded in 1962, Swanson Russell serves clients in six key industries: Outdoor Recreation, Green/Turf, Agribusiness, Health Care, Construction and Regional brands. That's what we do, and it's all we do. Which means we know those industries – and the people who live them – like the back of our hand.

More importantly, we know how to bring them together.

THE DILEMMA

Swanson Russell was getting ready to expand and needed to outfit all of their conference rooms in their new building. As a nationally recognized company and a leader in the advertising industry, it was important for them to outfit their new space with cutting edge AV equipment.

"Bizco has always been fair with us as far as both the product and implementation and installation goes." said Jim Brestel, Senior VP/Director of Information Services of Swanson Russel "Working with Craig, Jeff and Tom has been really good."

Jim Brestel,
Swanson Russell

THE FIX

Picking a team to be in charge of your new design can be a daunting task. The most important things to Swanson Russell when selecting who to work with was to feel confident with the expertise of the team and their knowledge of the products and solutions that would be included. When Bizco became involved in the project, Swanson Russell had yet to determine how many rooms in each building would need to be configured. After reviewing the project and working closely with the Swanson Russell team, Bizco was able to come up with a design provided them with a cutting edge solution while keeping the end cost in mind.

THE BIZCO DIFFERENCE

One of the reasons Swanson Russell chose to work with Bizco was because in the past they've been pleased with the quality of work the team has done. Swanson Russell requested solutions from three other companies, but after consideration they decided the exceptional industry knowledge of the Bizco team and past performance made us the right choice. Even with a fair amount of changes, everything went very smoothly and was completed on time. The responsiveness of the Bizco Team and their ability to always ask the right questions along with the solutions is the Bizco Difference