



Do you have an item of interest for our LifeStyles section? Submissions should be sent to Barbara Greenwald via e-mail at events@press-repub.com or regular mail at P.O. Box 3880, St. Charles, IL 60174. Deadline is 5 p.m. Thursday for publication in the following week's paper.

Business

Road to recognition

Marketing agency proves you don't have to be the biggest to be the best

By Judy Buchenot
Correspondent

Dan Elliott started down his career path earlier than most.

"My father was the creative director for an ad agency, so I was the cute kid he used to hold up the carton of milk," the Geneva resident recalled. "I was the one in the ads for Tastee Freeze and Hanes. I grew up doing runway work and then doing copy."

Today, Elliott is the founder and owner of InteloQuence, a Geneva-based marketing agency, which recently was honored with a Copper AXIEM Award for its Web site.

AXIEM is an acronym for Absolute eXcellence in Electronic Media. The AXIEM Awards program is an international event created to honor those who produce the very best in 50 categories of electronic media. Entries for this year's awards came from all 50 states, Australia, Canada, Croatia, Russia and the United Kingdom. Copper is the highest, or winning status, for a category.

According to Brian Busch, executive director of the AXIEM Program, only 8 percent of all applicants achieved Copper AXIEM status this year. In light of the fact that InteloQuence has only five employees, the company's Copper status speaks volumes about its capabilities. Elliott

noted that despite its small size, more than a million online visitors have viewed the Web sites that InteloQuence has created for its clients, as well as its own Web site.

"That gives us a tremendous power base to create meaningful content," he said. "And in this case, not only is it meaningful, but it's award-winning."

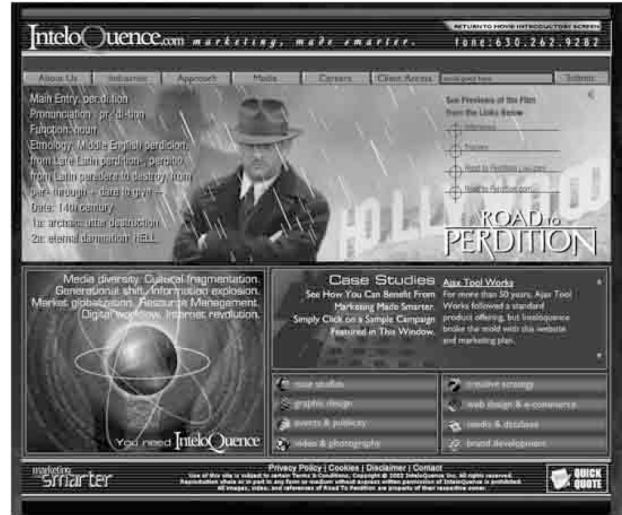
A bumpy ride

The road to the success of InteloQuence had several stops, including a little journey into Perdition. In 2001, the company's Geneva office space was used as the setting for a few scenes in the

movie "Road to Perdition." Its AXIEM Award was based in part on its Web site's animation, highlighting the company's partnership with DreamWorks on the film.

Before he started hobnobbing with movie stars, however, Elliott tried a variety of careers, often holding several jobs at once. One of his first positions was teaching at the University of North Florida. While he was there, he also ran a brand management company that took new products to market.

"So many of my clients wanted to make infomercials that I decided to start a television show," Elliott remembered. He organized a cable show titled "First Look" and became its host. His



Photos courtesy of InteloQuence

The InteloQuence home page – a Copper AXIEM Award-winner for excellence in electronic media – features an animated shot of actor Tom Hanks in "Road to Perdition," in which the sound of falling rain is heard and the rain drops actually fall. The Web site also incorporates several film clips from the filming of the movie.

guests on the show were clients who would talk about their new products.

"I had a ready-made audience of all the friends and relatives of each guest," he said.

But life as a professor/compa-

ny owner/talk show host can get hectic. "I found I was missing something," Elliott admitted. "Maybe you've heard of it? I think it's called a life."

See **Road**, Page 15



Demonstrating his company's marketing savvy, InteloQuence founder Dan Elliott stands beside his company's AXIEM Award trophy surrounded by images of his staff superimposed on computer screens. On the table in front of him are the "mini-Oscars" that were given out to members of the Geneva community who were involved with the filming of "Road to Perdition" when InteloQuence office space was used as a movie set by DreamWorks.

Business info

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For more information about IntelOQuence or its InteloSoft technology, call (630) 262-9282 or log on to www.inteloquence.com.