

# PlayNTrade Video Gaming Franchise Selects FRANDEAVOR to Launch Area Director Lead Generation Campaign



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Industry: [Marketing](#)

**Press Release Summary: Video Game Franchisor, PlayNTrade selects FRANDEAVOR to launch a six-month campaign to generate leads for its Area Director markets. PlayNTrade issued a request for proposal from three firms to manage a co-op advertising fund set up by PlayNTrade's 30 Area Directors.**

Press Release Body: San Clemente, CA December 19, 2008 – 200 unit [video game franchisor](#), **PlayNTrade**, selects **FRANDEAVOR**, a [lead generation](#) and [franchise development firm](#), to launch a six month franchise recruitment campaign funded by an Area Director co-op advertising fund.

PlayNTrade issued a request for proposal from two advertising firms and **FRANDEAVOR**. According to **PlayNTrade Vice President of Franchise Development, Charles Franklin**, "*FRANDEAVOR' was selected because founder, Christine Mudd, took the time to understand our business and what we are trying to achieve*".

All 30 of PlayNTrade's Area Director's have chosen to participate in the co-op advertising fund in efforts to attract qualified candidates in target markets across the United States.

The Campaign will consist of a variety of mediums to include an online presence and more traditional media as well.

*"I believe FRANDEAVOR is able to offer a unique service. Rather than relying on just one Media Company we can establish partnerships with the experts in SEM, online media, newspaper print, etc. FRANDEAVOR ensures there is a unified voice across the entire campaign while zeroing in on designated markets",* said **FRANDEAVOR founder, Christine Mudd.**

As [franchise lead generation](#) continues to be a competitive industry, many franchisors will follow PlayNTrade's lead in launching new and innovative campaigns.

### **About**

### **FRANDEAVOR**

FRANDEAVOR was founded in 2008, is a [franchise development company](#) that assists franchisors with lead generation and [franchise sales](#). With over 35 years of experience in sales and development, FRANDEAVOR, provides a professional sales team with a proven system and process for generating leads and closing deals. View company website at [www.FRANDEAVOR.com](http://www.FRANDEAVOR.com).

**Web Site:** <http://www.frandeavor.com>

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