



August 27, 2003  
FOR IMMEDIATE RELEASE  
Michigan City, IN and Sedona, AZ

### **FIGMENT CREATIVE GROUP SERVES PEPSI FOR BREAKFAST**

Michigan City, Indiana -- Figment Creative Group, the award-winning advertising and marketing agency based in Michigan City, Indiana, and Sedona, Arizona, recently created a corporate-wide identity and branding project for PepsiCo Beverages & Foods (PBF), a new division of PepsiCo. PBF includes the product lines of Pepsi, Tropicana, Quaker and Gatorade, and is an industry leader in the breakfast food category.

Figment's challenging assignment began immediately after PepsiCo acquired Quaker Oats and Gatorade in August 2002. Figment has been providing advertising, marketing and creative services for Quaker Oats since 1995.

Mark Dollins, vice president of Public Affairs at PepsiCo Beverages & Foods, said, "We needed an effective, efficient way to identify a newly formed division within PepsiCo, and we asked Figment Creative to step up to the plate. With multiple brands across multiple locations, the assignment was tough, but Figment really delivered the goods. They thoroughly assessed the market landscape and delivered a simple, integrated identity that works beautifully."

Polly Liebig is president and creative director of Figment. She said, "A significant factor in the success of this project, as in much of our work, is our ability to grow with the client and to put specialized teams together for any assignment. Our multi-talented team gives us the flexibility to respond with fresh solutions."

For more information about Figment Creative Group, call 219-872-2503 or visit the Web site at [figmentcreative.com](http://figmentcreative.com).

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