

FIGMENT
CREATIVE GROUP

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Figment Creative Wins Proposal for Quaker Oats Recruiting Initiatives

"We had a challenge in designing print collateral that drove potential new job candidates to specific actions. And Figment Creative hit the bullseye," said Mark Dollins, vice president Public Affairs, Quaker Tropicana Gatorade. "Figment successfully translated a business strategy into highly effective tools that deliver results via print and internet."

The Figment Creative Group is in the vanguard of a new breed of advertising organizations. The lineup features creative bohemians including full-time account managers, marketing brainiacs, artists, designers, writers, photographers, as well as printers, website gurus, computer geeks and other beautiful minds. Every member has years of agency or corporate experience. All are skilled professionals. The goal of Figment's virtual agency is to give the client the freshest creative solutions without expensive agency overhead. We get to avoid "designated casual days," and "tight shoes" says Liebig.

For more information on the Figment Creative Group, contact Polly Liebig at 219-872-5894 or at www.figmentcreative.com.

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