

FIGMENT
C R E A T I V E G R O U P

January 9, 2001

**Figment Creative Group Receives Recognition
for Ad Campaign**

The Figment Creative Group, a virtual advertising and marketing agency based in Michigan City, Indiana, and Sedona, Arizona, is receiving national recognition! Figment's marketing campaign for LaPorte Hospital & Health Services' Center for Cancer Therapy is showcased in the November/December issue of *Healthcare Advertising Review*, a national publication.

The bi-monthly publication's tagline touts the "The Latest Trends in Healthcare Advertising," and has pinpointed an exciting new direction in advertising with its inclusion of Figment.

Review features one campaign for each healthcare category. Figment is represented in the "Cancer Care" section. Four print ads and one billboard are given the spotlight, with a description of the objectives of the campaign and its target audience.

"When we interviewed the staff at the Center for Cancer Therapy, their passion for care came alive," said Polly Liebig, creative director for Figment. "Our job was to capture that feeling visually." Art direction and design were by Stephanie Hunter. Photography was by Trent Albert. Newcomb Print Services handled printing. Vicky Gadd was LaPorte Hospital's marketing representative for the campaign.

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.

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