

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

July 21, 1998

**Figment Creative Group  
Lands 5th Fortune 500 Company Design Account**

Figment Creative Group was recently selected to direct, design and publish Andersen Consulting's Year 2000 Initiatives for the global agency.

Figment has also directed the redesign for the Waste Management "Frontline" employee magazine, The Quaker Oats Company employee magazine "Insider", communications for The Dun and Bradstreet Company and NiSource Energy.

Figment was founded in 1996 by award-winning designer and art director Polly Liebig joining offices in Michigan City and Sedona, Arizona. 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](http://www.figmentcreative.com).

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