

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

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**FIGMENT CREATIVE GROUP CONTINUES TO DELIVER FOR
QUAKER FOODS & BEVERAGES**

MICHIGAN CITY, IN- Since early November 2001, Figment Creative Group has been developing a new brand identity for Quaker Foods & Beverages following its integration with Tropicana and its merger with PepsiCo.

Figment designed the new Quaker logo that will appear on all Quaker Foods & Beverages packaging. "They listened to our needs, they preserved the heritage of our company, and offered a refreshing visual update to our classic identity," said Mark Dollins, vice president Public Affairs, Quaker Tropicana Gatorade. In the final round of the selection process, Figment beat out five other companies for the Quaker contract. Currently Figment is working on the Quaker Graphics Standards Manual that will be used by Quaker employees to determine how and when to use the new graphics on Quaker projects.

Figment has also worked on employment recruiting initiatives for Quaker involving brochures, print advertisements, and web site collateral. Dollins added, "We had a challenge in designing print collateral that drove potential new job candidates to specific actions, and Figment Creative hit the bull's-eye. Figment successfully translated a business strategy into highly effective tools that deliver results via print and Internet."

Figment is also designing the Quaker Crisis Management and the Quaker Human Resources Policies and Procedures manuals. In the past Figment has designed the Quaker Employee Newsletter that communicated Quaker's business strategies and successes in a style that met employees' time constrictions.

Clients of Figment Creative Group include five Fortune 500 companies as well as locally Pines Village Retirement Communities in Valparaiso, LaPorte Regional Health System, NIPSCO in Merrillville, La Porte and Michigan City Economic Development, and Community Dynamics in Michigan City.

Figment Creative Group is a "virtual" marketing, advertising, and communication agency located in Michigan City, IN and Sedona, AZ. Figment is a network of independent professionals who are assembled into custom designed teams to meet specific client needs.

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