



## **THE NEW HYBRID: ADVERTISING AGENCY & CONSULTING FIRM IN ONE**

**ATLANTA, GA: January 13, 2010** : Amidst the stories of mass layoffs and rising unemployment emerges a company determined to bring authenticity, integrity, and value back to the business environment. Junction Creative LLC (Junction), an Atlanta-based strategy firm, defies traditional boundaries to create a hybrid between a consulting firm and an advertising agency. Junction consults with emerging and existing businesses, providing measurable, results-driven strategic solutions.

“The ability for a company to react, adapt, and thrive in this economy is vital,” comments Julie Cropp Gareleck, Managing Partner, Junction. “Business practices are changing as consumer behaviors continue to evolve. It’s critical for businesses to assess and redefine fundamental strategies to sustain and remain competitive in a challenging business climate.”

Junction offers customized solutions across business, brand/marketing, and technology, across industries, providing a unique advantage for clients. This un-agency prides itself on its ability to adapt services for start-up and early stage companies as well as global Fortune 500 companies. Services include: business planning, opportunity assessments, venture coaching, integrated online/offline marketing strategy, user experience analysis and design, as well as technology evaluation and strategy. All solutions are designed to align with strategic objectives to yield the highest success metric.

“At the end of the day, I don’t want to be known for the most competitive billable rate,” comments Gareleck. “I want the success of my business to be measured by the success of our clients.”

## **ABOUT JUNCTION**

Junction-Creative LLC (Junction), a strategic consulting firm, is committed to increasing growth opportunities for emerging and existing businesses. Solutions include the development and execution of strategic planning across business, brand & marketing, and technology. The strategic solutions align with specific business goals and objectives, and provide consistency from strategic planning through execution. As a result, our clients are able to maximize opportunities to react, adapt, and thrive -- ultimately creating more sustainable and competitive businesses. Junction’s portfolio boasts successful strategies for start-up to Fortune 500 companies. For more information, visit [www.junction-creative.com](http://www.junction-creative.com).