



## **JUNCTION EXPANDS PORTFOLIO TO INCLUDE NEW VERTICALS IN SECOND HALF OF 2011**

**ATLANTA, GA: November 16, 2011** –Atlanta-based strategic firm [Junction Creative Solutions](#) (Junction) expands its reach to include new business verticals, building on the successes of the firm in 2011. Junction continues to broaden its portfolio while strengthening its competencies for existing clients.

Founded in 2008 by CEO and Managing Partner Julie Gareleck, Junction established itself as a leader known for its hybrid approach. Focused on the intersection of strategy and execution, Junction provides services for businesses in verticals to include but not limited to retail, eCommerce, healthcare, publishing, marketing/advertising, travel and hospitality, manufacturing, technology, and consumer packaged goods. Junction's unique approach has driven measurable results for its clients marketing business to business or business to consumer.

In the last year, the company's business has more than [doubled](#), with 2011 seeing a progression of record months. In recent months, the company made the decision to expand its reach, opening business verticals due to client demand.

"We have expanded our reach to encompass these new verticals because we believe that our firm has the greatest potential to generate considerable impact," said Gareleck. "We also believe that there are very few highly effective firms approaching solutions as we do; we think that our unique 'un-agency' model will deliver maximum value regardless of the vertical."

The "[un-agency](#)" model combines business intelligence with aggressive, yet strategic marketing solutions, optimized for each client with the intent on increasing return on investment. "We recognize that most business owners are not marketing experts," commented Gareleck. "Developing customized growth strategies and executing those strategies are time intensive. Our services allow our clients to spend more time running the business and less time worrying about how to drive down marketing spend while also increasing market share."

To learn more about Junction and its clients, visit [www.junction-creative.com](http://www.junction-creative.com).

### **About Junction Creative Solutions**

Junction Creative Solutions (Junction) combines the intellectual capital of a consulting firm with the creative execution of an advertising agency to create effective and measurable strategies. 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 SMBs and Fortune 500 companies.