



For Immediate Release

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CREATIS HAS NEW APPROACH TO MANAGING MARKETING SPEND

Containing marketing costs amidst the tight economy

(Minneapolis – St. Paul) As large companies struggle to contain marketing costs amidst the tight economy, Minneapolis-based **Creatis, Inc.**, has found the solution by delivering great marketing services for a fraction of the cost. Move over, ad agencies. Step aside, internal creative departments. With annual revenues just under \$10M, this growing creative services company has discovered a unique way to manage a customer's marketing spend while streamlining execution and improving their existing quality.

As a key outsourcing partner, Creatis has seen tremendous growth during the last year because it helps customers through the ever-changing workload demands and staffing levels. One large Minnesota-based health care company is capitalizing on Creatis' uniqueness by partnering with them to build an off-site marketing department to ebb and flow with its various internal creative needs. From creative concepts and precise copywriting to lean, mean production and Q/A, Creatis is providing it all—at a fraction of the cost of adding headcount and without spending fistfuls of money on traditional agencies.

As more companies see outsourcing as a way to cut costs and improve efficiencies, Creatis delivers customized and responsive solutions with measurable, predictable outcomes to improve the value of marketing departments. Creating a seamless extension of a customer's business, crafted around the culture of the client, allows customers to achieve critical outcomes for their organization.

This staffing flexibility can improve service levels, contain costs and extend capabilities without sacrificing a customer's ability to pursue organizational growth strategies. Blurring the line between customer, employee and partner, Creatis provides access to an adaptable and flexible workforce that fits perfectly into the customer's personality, culture and process. It's a benefit few in the industry come anywhere close to matching.

About Creatis

Minneapolis-based Creatis is one of the largest local providers of integrated communications, marketing and creative services talent. Offering a seamless extension of a customer's business through flexible,

short- and long-term staffing, along with customized, outsourced projects and programs, Creatis changes the way its clients manage their creative and marketing initiatives. www.creatis.com

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