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GCG REFINES NAME, POSITIONING

Forth Worth-based agency launches revamped Web site, blog to better tout core competencies

FORT WORTH, Texas — May 11, 2009 — Fort Worth-based agency GCG today announces the new moniker GCG Marketing, along with the launch of a new [Web site](#) and [agency blog](#).

In its 36-year history, GCG has most recently been known for its full-service advertising capabilities for a wide range of clients. Enjoying great success in this arena, the agency won more American Advertising Federation ADDY® awards than any other Fort Worth agency during the last 10 years, cementing its place as a leader in the Fort Worth advertising community. In more recent years, however, GCG's [core strengths](#) have evolved beyond the realm of traditional advertising to include expertise in marketing consultation, research and strategic planning.

“For some time, we’ve provided our clients with services that go well beyond the realm of conventional advertising,” said Neil Foster, GCG president. “Now we feel it’s important that our name and our own marketing efforts reflect an accurate image of the total value we’re able to provide as a marketing partner.”

GCG Marketing’s new Web site provides visitors an in-depth exploration of GCG’s work, along with [case studies](#), a [media room](#) and direct access to industry information and the agency’s blog. As an effort to spark meaningful conversations, the blog will feature opinion, insight and expertise from GCG employees across several disciplines.

About GCG

Fort Worth, Texas-based GCG Marketing is a full-service marketing firm providing strategy and consultation, along with advertising and public relations services, to clients in the healthcare, corporate, consumer and business-to-business arenas since 1973. For more information, visit www.gcgmarketing.com or read the GCG blog at www.gcgideas.com.