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## **Local Creative Firm Growing Despite Tough Times**

*New writer unleashes colossal ideas, pleasant body odor, on St. Louis*

**ST. LOUIS :: JUNE 2009 ::** Brand communications firm 2e Creative today announced the addition of writer and thinker Ben Grant of Tampa, Florida, to its burgeoning creative team. The hire comes as somewhat of a rarity amidst an industry plagued with staffing cuts and layoffs. Seriously, folks are stunned.

“Not many agencies are hiring right now,” 2e Creative Principal Joe Toohey said. “But we’re busy, and Ben is of the creative caliber we look for at 2e. We couldn’t pass it up. We’re excited to see what he brings to the opportunities on our plate.”

Grant returned to the Midwest last year, following a seven-year stint in Florida, where he earned his B.A. in Mass Communications at the University of South Florida and worked as a copywriter for Schifino Lee Advertising + Branding.

“I brought a lot of valuable experience home with me,” says Grant. “It’s good to be back in the Midwest, but it’s even greater to find a solid team like 2e to work with.”

Grant is one of three new additions to the 2e staff over the last six months, despite the economy’s devastating impact on the advertising industry.

“When the economy falters, marketing budgets are usually the first to go as companies look to cut costs,” 2e Managing Principal Ross Toohey said. “They really start analyzing the value their current agency delivers. By building our business on developing hard-working, revenue-driving marketing solutions, we’ve created value that attracts a lot of attention in tough economic times. Business is good at 2e.”

Along with his Caribbean roots and a self-proclaimed wealth of “pop-culture trivia righteousness,” Grant claims he brings “the funk” to 2e. He described in detail his hopes for introducing a Minimoog synthesizer and a set of turntables to the team’s creative process.

“2e needs the funk,” Grant insists.

Company principals say the plans are worth considering.

### **ABOUT 2E CREATIVE**

2e Creative strives to be the ultimate multidisciplinary creative agency, combining the best and brightest talent from a wide range of unique communications backgrounds. We offer clients results-driven creative leadership across a broad spectrum of media and communications disciplines, including advertising, brand identity, Web sites, brochures and other collateral.

For more information, call 314-436-2323 or take a virtual tour through a portfolio sampling online at [www.2ecreative.com](http://www.2ecreative.com).

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