



**For Immediate Release**

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**Vision Introduces New Social Media Service Offering** - January 27, 2010 - Cedar Knolls, New Jersey - Vision Creative Group, an integrated advertising and online marketing agency, has expanded its service portfolio to include a social media practice. *Vision Creative Insights*, the agency's new addition will enable customers to extend the reach and efficiency of their traditional and online marketing communications to new and broader audiences.

*Vision Creative Insights* uses an integrated approach that leverages "state of the art" tools and methodologies to identify the most relevant and influential venues on the social web to create a "buzz" about their clients products and services.

*VCG Insights* offers the following services:

- Social Web Competitive Analysis
- Social/Online Promotions
- Social Media Campaign Planning and Execution
- Social ⇔ Web Message Integration Strategy
- Database Marketing Strategy

"The media landscape has changed and the audience has moved online. The impact has been dramatic, changing the way people live as well as make day to day purchasing decisions", says Andrew Bittman, President and CEO of Vision Creative Group. "We felt that adding a comprehensive social media practice to our existing service portfolio was critical to our client's success today and tomorrow", says Sharon Petry, VCG Senior Partner.

**About Vision Creative Group**

Vision Creative Group is an award winning, full-service advertising agency, integrating traditional, direct, online and social media as well as packaging and point of purchase. Experienced, talented and easy to work with, Vision Creative Group services a roster of well-known clients including: Casio USA, Ferrero USA, Wyeth Consumer Healthcare, Hasbro, Unilever, Disney, Prestige Brands, Magyar Banks and more.

Formed in 1987 and located in Cedar Knolls, NJ, Vision was recently ranked "#9 of the top 50 Advertising Agencies in New Jersey", by NJ BIZ in their "2010 Book of Lists". For more information please visit [www.visioncreativegroup.com](http://www.visioncreativegroup.com).