

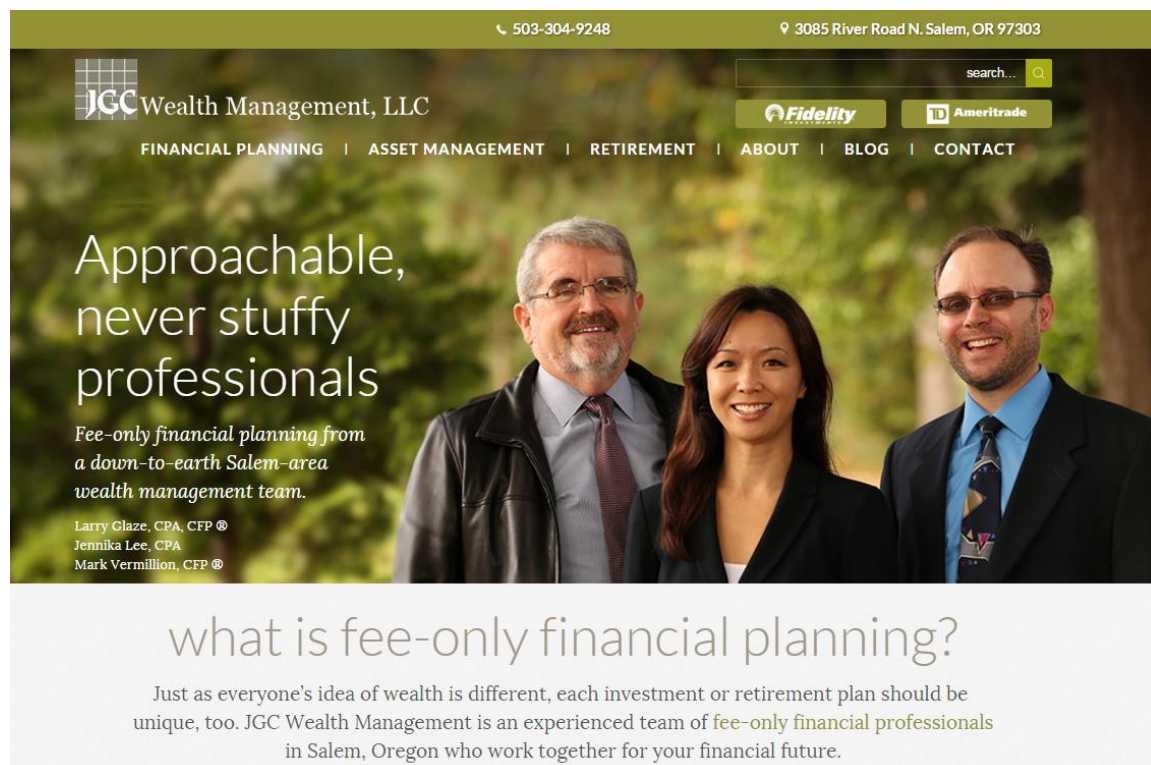


## News Release: For immediate release

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### Creative Company completes new JGC Wealth Management website

MCMINNVILLE, OR: The new, mobile-friendly website for Salem-based JGC Wealth Management, LLC has launched at [jgcwealth.com](http://jgcwealth.com). Creative Company echoed the website they created at [johnsonglaze.com](http://johnsonglaze.com) in developing the design, but also updated the color palette and content. Content is targeted to individuals and families looking for approachable and practical wealth management professionals. Large photos of principals, oversized text, and diagrams and calls to action add a fresh look to a site packed with useful information.



"Of course I've never given birth like my dear wife has, but I kind of feel like I/we have just 'given birth' to our new website that's been over a year in the making. Kudo's to Jennifer, Alex, and the team at Creative



Company for all their good and hard work on our behalf,” Mark Vermillion of JGC Wealth Management stated.

The clean, organized layout presents information in an easy to find format. The JGC Wealth website extends the unique positioning of partner company, Johnson Glaze & Co. and highlights the company’s approachable, down-to-earth professionals.

New visitors can quickly find the information they need to choose their wealth management resource. A complex field to understand, the website categorizes information based on different audiences—from individual financial planning to retirement planning to Oregon PERS and Social Security reviews.

Though the Johnson Glaze & Co. website and branding developed by Creative Company in 2012 was used as a starting point, Creative Company customized the website for JGC Wealth to be recognizably related but also clearly different.

“The process of working with professional service companies, especially when creating their online presence, is founded on solid messaging crafted to separate the firm from others in the same category. Once the broad stroke positioning is established, there are many critical details to finalize before a launch. We’re delighted with the result and confident it represents the team at JGC Wealth very well.” JLM

## About Creative Company

For more than 35 years, Creative Company has provided brand strategy, development, design, management and optimization for clients in a wide range of industries.

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