



ADVERTISING AND INTEGRATED MESSAGING

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STIR ADVERTISING & INTEGRATED MESSAGING ADDS EXECUTIVE CREATIVE DIRECTOR

Mike Fredrick brings a wealth of creative and digital experience to the agency

(Milwaukee, Wis.) Oct. 10, 2017 – Mike Fredrick has joined STIR Advertising & Integrated Messaging as executive creative director to further the company’s mission to provide strategic message-driven marketing for the modern era.

Fredrick, 43, will oversee the agency’s creative team on client campaign strategy and development as well as new business. His most recent position was as executive creative director at Bader Rutter, Wisconsin’s largest advertising agency, leading creative work for Fortune 50 and 100 companies including GE, Dow and Pfizer.

“Mike brings a visionary creative approach and digital savvy to our firm as well as being incredibly well-respected in the marketing world,” said STIR President Brian Bennett. “Our team is energized to have someone with his impressive background and industry recognition.”

Throughout his extensive career, Fredrick has worked in a variety of large and boutique agencies, developing award-winning work for clients in industries including agriculture, healthcare, financial, insurance and education. His work is regularly showcased in global award shows such as the Global Ace Awards and B2B Best Awards as well as local BMA Bell Awards and Adworkers’ Milwaukee 99 Awards, among others.

"I've admired STIR from the day they first opened their doors, so I'm really excited to join the agency and help lead it into the future," Fredrick said.

ABOUT STIR ADVERTISING & INTEGRATED MESSAGING

STIR Advertising & Integrated Messaging is a full-service advertising agency developing integrated marketing campaigns that create engagement with customers through creative messaging strategies, including advertising, public relations, social media, content marketing, web/digital marketing. To learn more about STIR, or to see some of the agency’s work, visit www.stirstuff.com.