
THOUGHT BUBBLE CREATIVE USING INNOVATIVE BUSINESS MODEL



Julie Lawson is the partner and marketing director for Pasadena-based [Thought Bubble Creative](#) which is making a large impact on the industry despite its small size. "We are a small, smart shop that is totally client focused," she said. "And our clients really appreciate what we do. We work hand in hand with our clients to produce the best creative solutions to their message and products." Unlike larger ad agencies, there are no full-time employees at the company. Thought Bubble Creative uses a technique of recruiting from an ever growing pool of industry experts so as to create a customized 'dream team' for the specific client.

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