

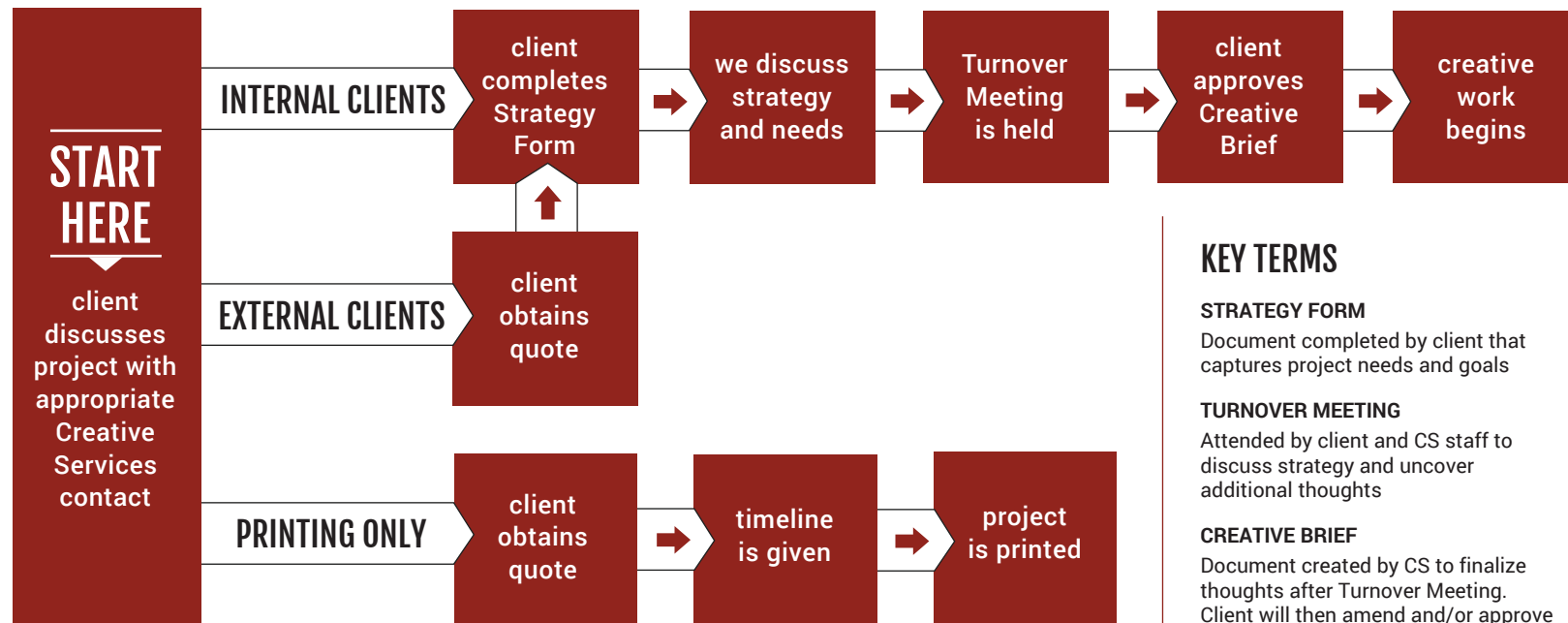
WHO WE ARE

AT LEGGETT & PLATT CREATIVE SERVICES, WE'LL HELP TURN YOUR GREAT IDEA INTO A SMART, INSIGHTFUL BRAND.

We are an internal agency within Leggett & Platt, but we function as a stand-alone agency that works with L&P as well as outside clients. Our people provide a wide variety of services with talent and skill. Because we're part of a larger corporation, we really consider your specific business needs so we can become your strategic partner and figure out what works best for you. We're comprised of many creative elements that work together to bring your brand to life by listening, asking the right questions, and developing an effective strategy.



OUR PROCESS



KEY TERMS

STRATEGY FORM

Document completed by client that captures project needs and goals

TURNOVER MEETING

Attended by client and CS staff to discuss strategy and uncover additional thoughts

CREATIVE BRIEF

Document created by CS to finalize thoughts after Turnover Meeting. Client will then amend and/or approve

CONTACT US

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