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Agency veterans open Minneapolis naming and branding firm

Minneapolis, MN – Agency veterans Devon Thomas Treadwell and John Stucker have opened Pollywog, Inc., a naming and branding firm. Pollywog works with brands in their formative stages, helping companies with the initial steps of positioning, naming and brand identity.

Principals John Stucker and Devon Thomas Treadwell have more than 35 years of agency experience including Campbell Mithun, BBDO, Rapp Collins Worldwide, J. Walter Thompson, Young & Rubicam and Bozell. They have worked on many leading brands, including the Walt Disney Company, Paramount Home Video, Coffee-mate, 3M, H & R Block, Southwestern Bell, @Home, Berlitz, Best Buy, Harmon AutoGlass and Mexicana Airlines. For more on Pollywog, visit www.pollywoginc.com

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