



Jim Stedman
FG SQUARED

Closing the communication gap between business and the consumers they target makes all the difference in that other divide – the one that separates success from failure. Finding a way to bridge such a gap is the hallmark of FG SQUARED, an Austin-based interactive agency, that's has been an innovator in the marketing game since 1994.

FG SQUARED's founders' engineering and technology background brought the firm its initial success as a high-tech consultancy. The agency's core capabilities span the spectrum from strategic planning and digital branding to interactive media production and social media solutions.

"We were launched as a technology con-

sulting business, the Austin-based firm soon evolved into a multimedia design agency focused on digital video, 3D animation, motion graphics, information management and systems," said Jim Stedman, a senior project engineer at FG SQUARED. "Our company's talent for understanding what really happens inside technology and visually communicating complex subject matter is its core business."

Stedman sees the continuing activity surrounding social media as the biggest opportunity for FG SQUARED's clients.

"Social media – through video, audio and podcasts, photos, ratings, reviews and the interactions that take place in social networks

– is built on the 'wisdom of crowds,'" Stedman said. "Social media is both the product of collective thoughts of participants in the social process, and, the discrete forms of content – transient as they may be – that are created and shared."

FG SQUARED is focused on using social media to positively impact a consumer purchasing decision and incorporate consumer insights into business operations in an efficient and timely fashion. In the past 14 years, FG SQUARED has garnered more than 85 industry awards – kudos viewed as icing on the cake, not the project mission.