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C3 hires new marketing director

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Creative Consumer Concepts (C3) has hired a director of marketing who brings with her important ties to a leading fast-food chain.

Leslie Andrews has begun her new role at Overland Park-based C3 after a 19-year-career at The Bailey Co., a franchisee of Arby's restaurants, C3 said in a release Friday. According to its Web site, The Bailey Co. operates 58 Arby's restaurants.

As director of marketing, Andrews will work to advance C3's relationship with Arby's franchises, as well as other business partners. One of her initial projects will be working in conjunction with Arby's Restaurant Group Inc. to collaborate on a national charitable fund-raising event for 3,500 participating franchises.

C3 provides comprehensive marketing, branding, creative, research, production and distribution services to top restaurant chains. It is best known for its kids' menus and toys and bills itself as the largest kids-focused brand-marketing agency for the restaurant industry.