Figliulo & Partners Rebrands as Fig

Figliulo&Partners, the full-service indie agency founded by former TBWA chief creative officer Mark Figliulo five years ago today, announced that it will retire its formal, slightly stodgy name in favor of a simpler, more youthful moniker. F&P, together with recently-acquired digital shop Hungry, which was also founded five years ago, will now operate as Fig…. https://www.adweek.com/agencies/figliulo-partners-rebrands-as-fig/