



**VIK**  
advertising agency

We strive to offer working creative solutions that the client would recognise as their own.

We approach each assignment with an **open mind\* freshness of thought\*\* and boldness of ideas\*\*\***

Excellence in design is a matter of attitude. That's why we think the fact that we take pleasure in what we do, is hugely important.

Self-correction is a powerful tool and we use it as often as possible – we evaluate and re-evaluate our own ideas before we present them to the client. This is how we get better and better.

We worship the Detail Almighty. A single typo in a 100-page catalogue or a 1 point deviation in the composition of the colour can sometimes ruin it all; so we are careful and watchful, trying to protect our work from our own mistakes.

We believe that each job we do for a client is a step forward for our agency, as it helps develop both our thinking and our skills.

*\*(we never know what the result of the creative process would be)*

*\*\* (we approach the task as if we had never had a similar task before)*

*\*\*\* (believing this might be the project that would convince everybody in our true talent and skill)*

Our team and our partnerships are our greatest assets. We believe it's the quality of staff, and not the quantity, that are vital for the effective functioning of our agency. That's why we have adopted a flexible, streamlined organizational structure that relies both on internal and external resources. The core staff of our agency is focused on creative & artwork, client service and production.

In addition to our core staff, we use the services of a pool of freelancers with narrow specializations. This allows us to select the people with the right skills and experience, who fit the specifics of the task in the best way possible. We believe that having access to a marketing specialist dedicated to shoes retail, for example, is better than having a universal "marketing GP". And this applies to just about every freelance service we use – from text writing and editing to CAD design.

External input is always coordinated by respective core staff that is in-the-know of the freelance service. They are responsible for supervising the respective freelancers, "internalizing" their work and integrating it into the project. The result is a fast, efficient, budget-wise and results-oriented client service for full-service and one-time-job clients alike.