

Duck and Craig offer integrated campaigns, without retainers

Duck and Craig, based in Rivonia, Johannesburg, has been formed by media specialist Nic Duck and graphic designer George Craig to offer clients a business model that is flexible in its approach from brief, to strategy, to concept, to design to media placement - simply connecting consumers to their brands.



George Craig

They have termed their approach 'virtual' in that clients benefit from an array of expertise ranging from strategic planning to creative thinking and design, securing competitive media rates at the right time, in the right place, to writing press releases that supplement advertising campaigns with positive editorial coverage.

The best part is that clients only invest in the skills they require, when they need them. The agency does not apply retainers and, if they manage the media strategy and placements, they offer clients access to their complimentary creative design service, which is headed-up by business owner and graphic designer, George Craig.



Nic Duck

"With increasingly fragmented audiences, multiple media channels, technological advances and consumer empowerment, we have realized that marketers face very daunting challenges and it is our aim to overcome some of the challenges by offering them a media, marketing and advertising service that adds value, is cost-effective, creative and accurately connects with their customers," explains Duck.

For more, go to www.duckandcraig.com.