

Brands blend at varder@troika

varder@troika is the result of a formalised co-working agreement between Sandton-based brand communications company Troika Imagineering Works and copywriter Mark Varder. Varder is not a Troika client, drawing on the agency's design and production support when required and at the same time, Troika will draw on Varder's extensive experience as needed - making Troika a client of Varder.



Troika chief imagineer Neill Moross says that having known and worked with Varder for many years, it's clear that both have the same values and requirements when it comes to issues like ideas-driven campaigns, craftsmanship, delivery and customer service. "In an industry in which there is a dearth of talent, it makes sense to work with like-minded colleagues. We've done so for some time and the formalisation of our collaboration is a logical step in our relationship," he explains.

Varder, author of the best-selling book on investing, *It's not about how smart you can be*, says the collaboration is paying dividends. "Troika is a tightly-run, no-nonsense agency. I like that. Clients respect that. It's working remarkably well," he concludes.

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