

# Derrickk - our Philosophy

These days, it seems many companies and organisations are talking about collaborating and doing good. In our experience, these philosophies are much easier to talk about than put into practise.

Thanks to our flexibility as an agency and deep desire to truly change the status quo, we've allowed ourselves to experiment with a number of ways of doing business ever since we started.

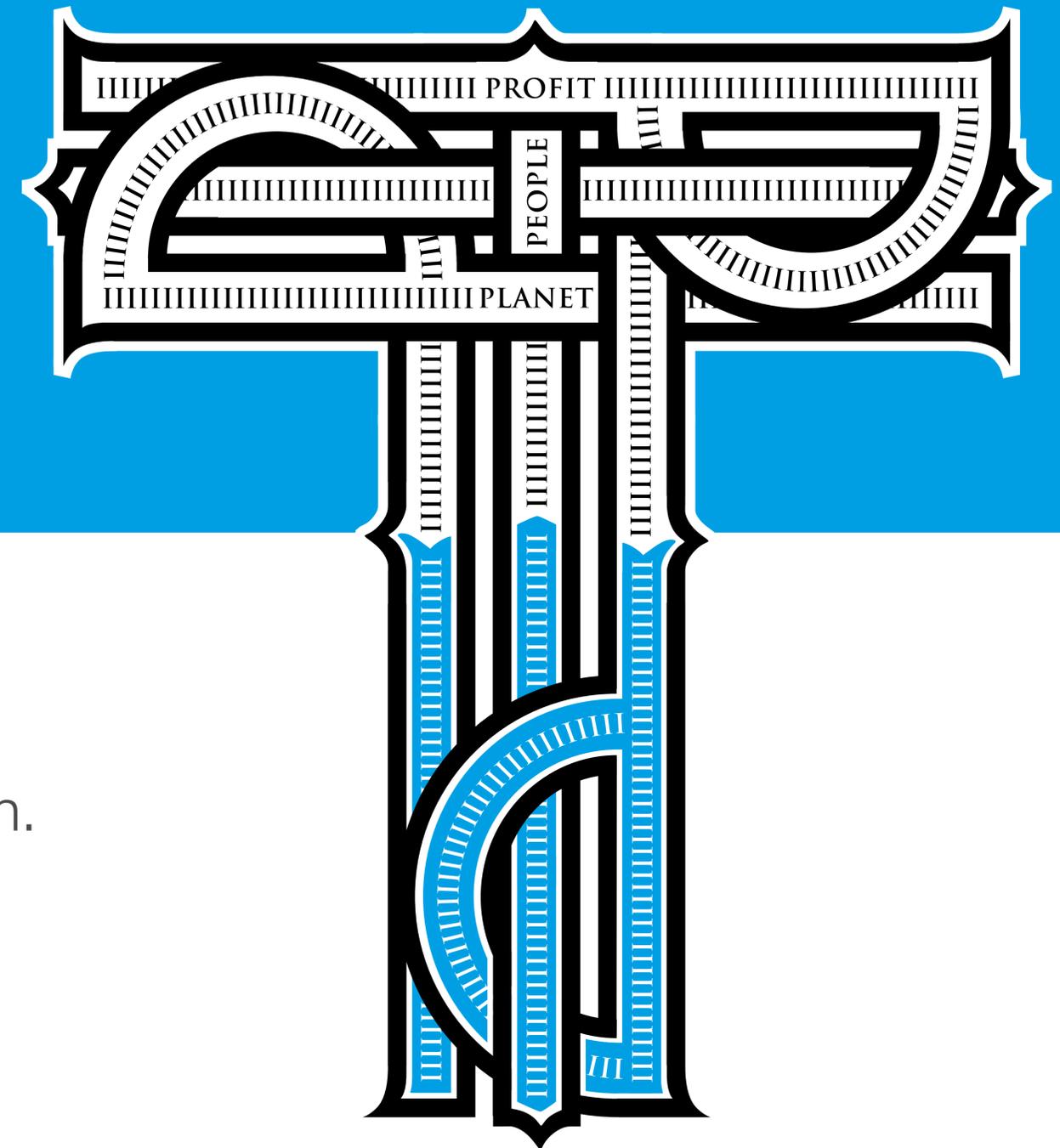
From the truly collaborative approach to an embedded agency model (where we literally close the agency and set up shop on the client's premises, running operations from there for a project period) we're constantly adapting to find the best way.



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Our foundation as a business is built on the **Triple Bottom Line** and, though we don't have all the answers, we try our utmost to ensure that we're not favouring either of these bottom lines at the expense of another.

We don't simply look at pure profit. To run sustainably, we offset, we reduce, reuse and recycle as much as we can. Take our office, for example. We built it ourselves from materials destined for landfill.



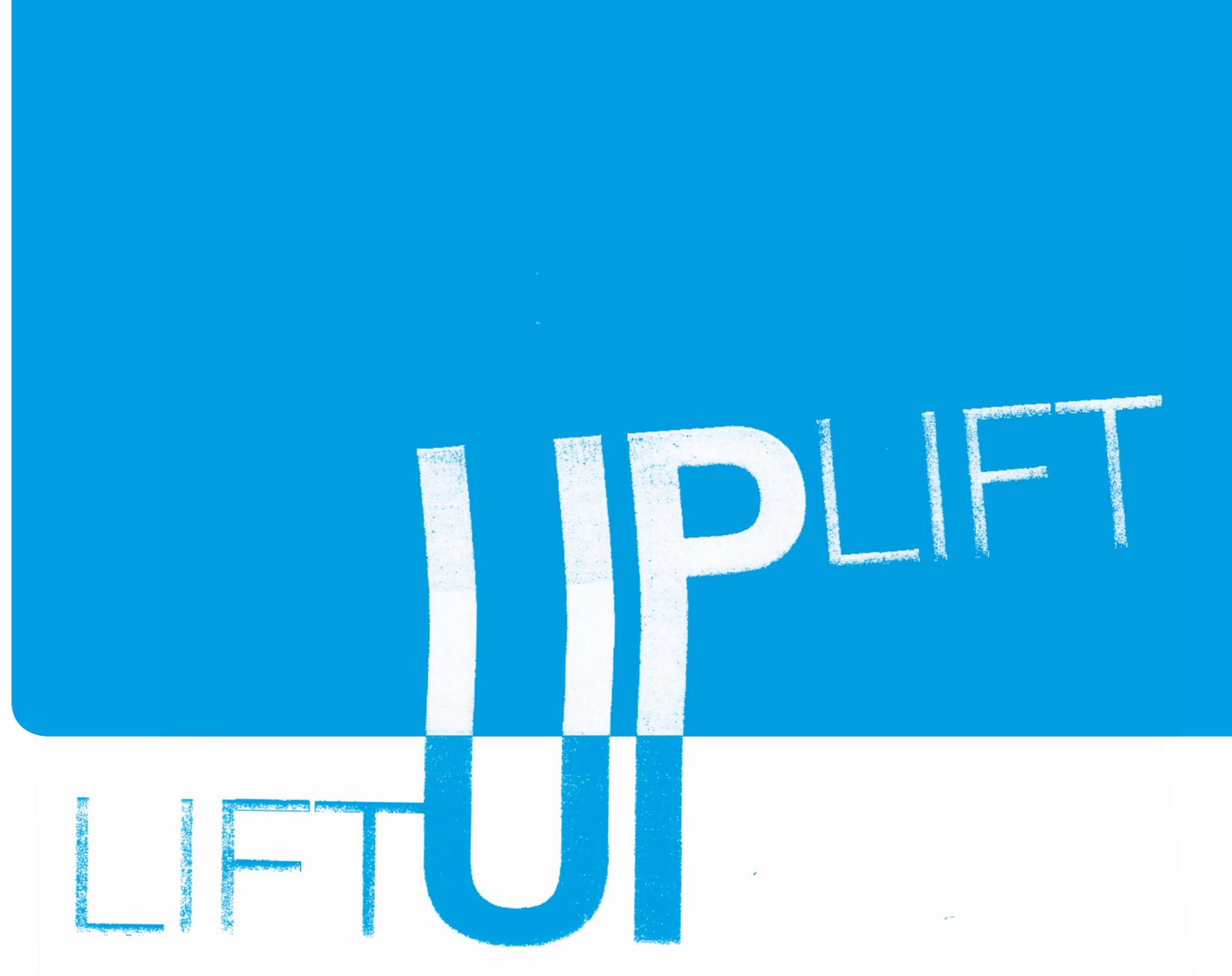
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But it goes further than that, it also impacts on the types of clients we seek out and the kinds of solutions we present to our clients.

We lift brands, start-ups and social causes to higher levels, but know that this can only happen in harmony with society and the environment.

So the way in which we work is not for sales-at-all-costs.

We try do good while we do good work.



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This is our concept of creative without negative consequences.

It means we don't do work on business that, we believe, is inherently unsustainable (or even harmful). We don't do work that is self-serving.

We do work that, where we can, creates jobs, educates and generally leaves the marketplace in a better space than when we started.

This is our concept of lifting up a brand not just for the good of the brand. But for the good of everyone. Lifting up and uplifting at the same time.

