

Derrickk

Company Profile

# Our Mission

Our mission is to create the most influential concepts, copy and business ideas driven by strategy that starts with sustainability as the foundation.



# Why Derrick?

A derrick is a type of crane, one that works by employing a simple system of pulleys and a small, skilled team in order to get things off the ground.

It's a truly fitting analogy for our creative communications agency, driven by sustainable strategy, which we've set out to be.

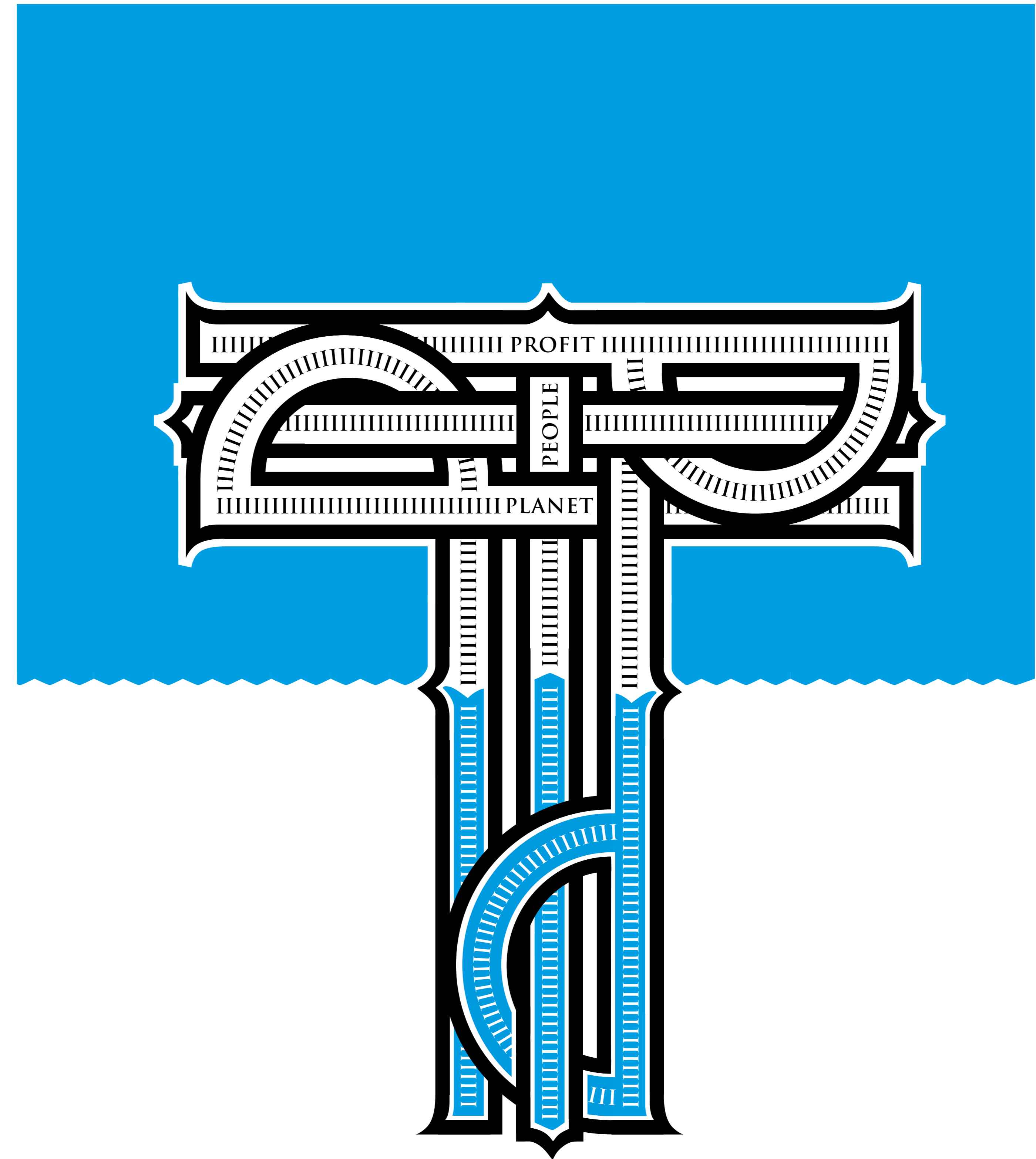
We're nimble, flexible, heavily experienced and incredible principled. We're collaborative and insightful and work together with our clients to solve challenges in creative ways that makes sense now and well into the future.



# The Value Crane

We value the Triple Bottom Line.

As a basis for our business, we wholeheartedly believe that profit cannot come at the expense of society or the environment. So we consider the ramifications of everything that we do.



# The Value Crane

We value Sustainable Strategy.

On top of that, we value sustainable strategy.  
The creative solutions we propose must make  
good sense now and well into the future.



# The Value Crane

## We value Innovative Concepts.

This lays a stable and sound platform off which to begin innovating and leveraging good work that does good. To us, innovation isn't just being inventive; it's being useful to society and considerate of our environment.



# The Value Crane

We value Crafted Creative.

After working so hard to arrive at creative, sustainable solutions, we revel in crafting them to perfection.



# Our Company

Derrick is 100% independent, global and integrated. Our head office is in Cape Town.

We have a small team that specifically services our growing base of clients in Africa: Uganda, Zambia and Botswana. They are currently based in Cape Town however are often to be found in Africa.

## Key Core Team

Myles Hoppe: Managing Director and Founder

Livio Tronchin: Strategic Director and Founder

Mark Stead: Creative Director and Founder

Jorge Brunner: Digital Development Director

## Staff

Derrick Employed Staff: 12

Derrick Digital Project Management Staff: 2

Derrick JV Digital Development Team: 8

Total: 22





# Services Offered

## Integrated Communications Strategy

Derrick is media neutral. Our approach is to first understand a problem's complexities intimately and then assemble the perfect combination of skills that each solution needs.

## Conceptual Ideation

Creative ideas are in our DNA. Not just the most inventive, relevant and impactful ones, but ones that can make a sustainable contribution to all.

## Design Studio

From logo design to temporary architectural builds, our team designs for maximum effect while striving for zero impact to the environment.

## Physical Production

We've made inflatable cooling towers; zero-waste architectural structures, waterproof newspapers and carbon-neutral print runs. Nothing is impossible.



# Services Offered

## Tech Development

We've built an augmented reality platform that became an industry benchmark (pictivate.com), signing animatronic fish for our client, WWF, and continuously innovate multiple cross-platform experiences.

## UI and UX

We code till we lose sleep and then we craft till our designs are so intuitive you could practically run them in your sleep.

## Content Creation and Community Management

Part science, part art form, we curate and create the most meaningful and evocative content for the channels we manage based on real-time analytical engagement data.

## Sustainability Experience

We've been evaluating our ideas in future terms since we opened our doors. We favour ideas that make good sense now and into the future over one-offs or gimmicks for short-term gain.



# Clients

## South Africa

Absa Cape Epic

City of Cape Town

Climate Smart Cape Town

Hansgrohe

Miele

Oakley

Marine Stewardship Council

Oranjezicht City Farm

PETCO

WWF – SASSI

SwiftCarbon

TreesSA

V&A Waterfront

VINIMARK: Krone, Robertson Winery, Fat Bastard

Reyneke & Barista

WORLDSPORT: International Triathlon Union,

Volvo Ocean Race & Knysna Oyster Festival

H2O International



# Clients

## Africa

Hansgrohe Africa

Commonwealth Development Corporation

Zoona



# Our Core Team

## Livio Tronchin – Strategic Director

*B.Com (Business Information Systems and Marketing – Distinction),  
University of the Witwatersrand*

Livio's career in marketing and communications started at Hunt Lascaris AMC in the mid-nineties and moved across multiple disciplines from Above-The-Line to Experiential Advertising, Design and Digital. His last post before starting Derrick was as Creative Director of The Jupiter Drawing Room where he created and curated some of South Africa's iconic campaigns for brands like Windhoek Lager, Sanlam, Hyundai, Design Indaba and Musica.

He has won more advertising awards than he can remember including 4 Grands Prix at Loeries, Gold Lions at Cannes, One Show Gold Pencils, and multiple nominations at D&AD, as well as being one of the Top 5 Creative Directors in South Africa. Perhaps not exactly what he'd imagined after winning a bursary to study Information Systems at the University of the Witwatersrand in 1991, but he's pleased with the way everything turned out.

### Career Experience

Livio has worked both in South Africa and abroad on a large range of clients and business including Smirnoff, J&B, Johnnie Walker, Levi's, Windhoek Lager, Hyundai, Sanlam, Mont Blanc, SC Johnson, Vodacom, The Nelson Mandela Children's Fund among others.

He was responsible for the Design Indaba Conference and Expo communication from 2005-2010, re-launching Windhoek Lager to multiple Southern African markets, launching the i10, i20, ix35, H1, Sonata and multiple commercial vehicles of the Hyundai range over a number of years and helped successfully transform many declining product categories over the years.

He has served on the judging panel of Cannes, Loeries and London International Festivals.

### Chronology:

1992 - 1995	WITS University, B.Com (Business Information Systems, Marketing)
1996	Hunt Lascaris AMC, Sandton
1996 - 1997	DDB South Africa, Houghton
1997 - 1998	FCB, Sandton
1998 - 1999	Concentrated on creating small digital businesses
2000 - 2001	JWT, working globally on Smirnoff
2002 - 2004	KingJames, Cape Town
2005 - 2010	Creative Director at The Jupiter Drawing Room, Cape Town
2010 -	Co-founder and Strategic Director of Derrick



# Our Core Team

## Myles Hoppé – Managing Director

*Diploma Graphics and Animation, Damelin College*  
*B.Econ (Political Science and Economics), University of Stellenbosch*

Myles started his career as a designer, moved into art direction, then towards media planning and finally settled as an account manager. He's worked his way through some of South Africa's biggest agencies and Blue Chip companies. Along the way, Myles has amassed a huge amount of experience in business as well as in understanding human nature, not to mention a Gold Media Lion at Cannes too.

The more he worked on big brands, the more acutely aware he became of the challenges our planet faces. Finding himself increasingly conflicted between stimulating sales of a product and solving problems sustainably, he left advertising in 2008 to head up the brand team at Optimal Energy, the company producing 'Joule', South Africa's production Electric Vehicle. Since then he has strived to champion success without the expense to our planet.

### Career Experience

Myles has overseen and managed global brands, most notably:

- Group Account Director for Hyundai Automotive account in South Africa, at which time it came from nowhere to be the 3rd best-selling automotive brand in South Africa.
- Group Account Director on Sanlam Investments.
- Was an account manager on the Nando's Account winning numerous creative awards and business performance awards.

### Chronology

1993	Matriculate, Hilton College
1994	Diploma Graphics and Animation
1995 - 1997	Y&R Durban & Johannesburg at Digital Artist and Art Director
1997 - 2000	University of Stellenbosch at B.Econ
2000 - 2001	Zoom Advertising at Ogilvy Johannesburg
2001 - 2002	Media Co-ordinator at McCann-Erickson Africa
2002 - 2005	Group Account Director at Berry Bush BBDO
2005 - 2009	Group Account Director at The Jupiter Drawing Room Cape Town
2009 - 2010	Brand Manager at Optimal Energy
2010 -	Co-founder and Managing Director for Derrick



# Our Core Team

## Mark Stead – Creative Director

*BA (Information Design with Honours), Pretoria University*

Mark is a true creative artisan; enthusiastic and meticulous, surprising with unexpected solutions to all kinds of problems. This has stood him in good stead throughout his career in Design, Experiential Advertising and Activation with numerous prestigious awards from Gold Pencils at The One Show, multiple entries into D&AD Annuals, Bronzes at Clios and dozens of awards at The Loeries Awards, including 3 Grands Prix.

He's used his creativity to help NPOs, curate exhibitions, as well as develop extraordinary designs, among them the Grand Daddy Airstream Caravan Park Projects both in Cape Town and Elgin. Mark is a regular lecturer at Capetonian Advertising Colleges, the Stellenbosch Academy and secondary schools.

### Career Experience

Mark has implemented and managed an extraordinary number of projects for global brands over the years – Johnnie Walker, Bell's Extra Special Scotch Whisky, Levi's, Allan Gray, Parmalat and Plascon, to name a few.

He is no stranger to working with corporate clients to promote sustainable living, like; Levi's, Recycle Your Jeans; The ROSE Foundation, Recycling Oil, Cape Union Mart, Recycle your windows.

Mark has been awarded for his work in multiple categories both locally and internationally. He has received Gold and Merit awards from The One Show, Bronze statues at the Clio Awards, and entry into D&AD. He has been consistently awarded at The Loerie Awards having collected 3 Grand Prix Loeries, 7 Golds and more than 10 silver, bronze and craft Loeries, and has been invited to judge the Design category three times, as well as serving on the judging panel of the Gecko Awards, Namibia's Advertising Awards.

### Chronology

1990 - 1993	BA(BK) at Pretoria University
1994 - 1995	Designer at Janice Ashbey Consultancy
1996	Y&R Cape Town
1997	Rocket Advertising
1998 - 2010	Creative Director at and board member of King James
2010 -	Co-founder and Creative Director for Derrick



# Company Data

## Registered Name

Derrick Integrated Communications

Registration Number 2010/011932/23

## Staff

Derrick Employed Staff: 12

Derrick Digital Project Management Staff: 2

Derrick JV Digital Development Team: 8

Total: 22

## BEE Certifications

100% BEE Recognition - Level 4

(Please see attached certificate)

## Founded

1 July 2010

## VAT Number

495 025 7685





# Contact Details

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