

Group 21 have been working with a recently formed advertising agency named Geist.

Geist gives itself out to be an unconventional and new thinking agency.

In our report we have been analyzing the things that make the company unconventional – and questioned if it actually is unconventional?

In addition to the report we have worked with the making of a website which harmonizes with the values and characteristics of the agency.

At some points Geist is different to many other agencies. Today the tendency among the ordinary advertising agencies is that they make extensive analyses before the creative process begins.

Geist does not find the analyses necessary. They make advertising on the assumption that advertising originates in creativity – not science.

Therefore the employees of Geist use their intuition and “gut feeling” when they make advertisements.

First of all we have chosen to illustrate the dissimilarity by making a design on the website that differs from many others advertising agencies.

The website is kept in warm colors with a retro-like look that indicates an agency who keeps up with the times.

On the main site you will find a corporate story, executed in text and picture that takes part in the description of the company’s philosophy.

The company has contributed with a lot of usable information which made it possible for us to make a carefully prepared result.

Our conclusion is that if Geist wants to survive on the competitive affected advertising market they have to hit the right target group. The dissimilarity of Geist compared to other advertising agencies is also another important factor in surviving.