



# SHARP ADVOCATE FOR SMALL BUSINESS

## VFC Cuts Through Communications Chaos

Calling VFC an ad agency is like calling a Swiss Army knife a blade. There are advertising agencies, public relations firms and marketing consultants—and then there's VFC. Incorporated in 1998 as Virtual Farm Creative, Phoenixville's VFC was born to be different.

"There's really no model for what we do," reflects VFC Creative Director Todd Palmer. "We perform the full cadre of services that ad agencies, marketing firms and PR shops do, but VFC is like an extension of our clients' companies."

With more than thirty years of *in the trenches* commercial communications experience, Palmer leads a team of other seasoned professionals, including writers, designers, developers and photographers, to effectively manage client brands and marketing missions.

"Our clients don't have sophisticated marketing resources internally, and VFC acts as a dedicated

division that they rely on every day, bringing a whole team to the party for less than the cost of a single full-time employee," says Palmer.

***"It's one thing to start and grow a company – it's another to cultivate a lasting competitive and professional brand culture."***

VFC is responsible for bringing to life many regional startups and revitalizing the images of many existing companies that have rebranded. Initiating every effort with a strategic plan, VFC evaluates markets and analyzes the target audience prior to conceptualizing creative.

"We like to say that we create personalities for companies," adds Palmer. "Clients have the product or service and business infrastructure, and VFC collaborates on creating the most attractive brand using a proven combination of science and art to achieve results."

Although VFC has clients across the country, for the most part they've focused their efforts for the last twenty years regionally—transforming many local brands and leveraging them against their larger

competitors with the tools and resources they need to evolve and succeed.

The small, but powerful creative collaborator was in on the ground floor of the rebirth of Phoenixville Pennsylvania—managing anchor brands, organizations and events—and now they're contributing to Pottstown's progress. Look around the region at the brands you admire most...the chances are good that VFC contributed in some way over the last two decades to their success, strength, performance and creativity.

VFC delivers dynamic content for web, print, social and video solutions for a market mix of consumer and business-to-business clients in Chester, Montgomery and Berks counties and beyond.

*Backed by years of solid agency experience, VFC is an innovative and energetic team of award-winning copywriters, designers, illustrators and programmers prepared to grow your brand and your business. VFC delivers strategic marketing, advertising and public relations campaigns for a diverse roster of clients from a 170-year-old, high-tech renovated farmhouse in the heart of Chester County, Pennsylvania. For more information call 877-GROW ART or visit VFC on the web at [www.virtualfarm.com](http://www.virtualfarm.com).*

