

MINDING YOUR OWN BUSINESS

Edgy ideas come to life with help from non-traditional communications consultancy

GREAT SUCCESS: Company uses street smarts to turn marketing dreams into reality

Name/Title: Claire Lamont and Alan Bedingfield, Partners

Business: Smak

Address: 203 - 825 Granville St., Vancouver (www.smak.ca)

Number of employees: 5+

Product/service offered: Non-traditional communications

Years in Service: 3

What's unique about your business?

Smak offers companies the opportunity to extend their brand through edgy communications campaigns that challenge convention and tradition. Our work stands alone, but is often the result of great collaboration with advertising agencies, PR houses, media buyers and companies looking to deepen the media mix.

What is your biggest success?

Our biggest success is having made Smak a reality, growing from a home-based business to a nationally reaching agency. People sometimes have brilliant ideas but are unable to make it work. Smak has made it work. We are entering our third year and we still hold true to our business model of creating stunts and campaigns that turn heads.

What is your biggest challenge?

Our biggest challenge has been proving that any company can benefit from Smak's creativity. We've created attention-grabbing stunts and campaigns for major financial institutions, personal-care products, non-profit groups, government agencies and alcohol brands, among many others. It is clear that both conservative and radical companies are looking for different means to reach their audience,




Alan Bedingfield and Claire Lamont are the brains behind SMAK. Their company creates attention-grabbing stunts and campaigns for clients.

but non-traditional communications is a growing trend that has yet to be accepted across the board.

Plans/expansion?

Smak has executed campaigns across Canada that have been developed in Vancouver and it is prime time to open an office in Toronto. Vancouver has been a great starting place for Smak. This city has embraced non-traditional communications, while the Toronto industry has shown growing interest in the medium. We're ready to make our mark in the east.

Hardest-learned lesson?

Never promise what cannot be delivered.

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