

Management

With a versatile four member board, the management structure is like an amoeba: The floor is always open to suggestions; everyone has equal say in the voting.

The company has been doing more billing in the last few years, but has not grown in staff. Management does its best at keeping its overhead as lean as possible. This strategy has sustained DUCK through the economic downturn in the advertising industry a few years back.

Innovation has come in a variety of forms. DUCK, through its quality work, and existing relationships with top-notch clients, has been able to create a strong brand for itself in the advertising community. By producing content such as Kozo, and posting it on the Internet, it has drawn possible business partners to light.

As a work-for-hire shop, management has always kept their eye-on-the-ball when it comes to new opportunities. Specifically, the company believes that several of its assets, such as the 20 – 30 second shorts, can be translated into successful properties for the cell phone market.

Being in business for thirty years has taught one critical lesson: watch your overhead. A company can burn capital without translating it into timely revenue. One of the key decisions going forward is that the firm must think strategically, and determine what is coming in 2 to 3 years. This is always a difficult task, but well worth the challenge, in an industry such as advertising.

Technology

Computers have been an integral part of business for well over a decade. As the price of hardware and software continue to decrease, it has become more advantageous to perform many of the required client services in-house. Current software used by DUCK includes Linux, Mac OS X and Microsoft Windows.

Technology is a treadmill. There is no procurement cycle for technology at DUCK; it is purchased on an as needed basis.

When a job warrants new technology, the company has two employees who do all the up-front research. Testing is first conducted in house. This may take a few days, or a few weeks. For a given project, a suitable system configuration is determined, and the required components are procured.

Collaboration & Strategic Alliances

Subcontracting is an approach that has worked several times in the past for DUCK. The nature of the business is that subcontracting is a great way to leverage a market opportunity that would otherwise be missed.

Currently, subcontracting is a minor component of a few contracts. In the future, the company anticipates more opportunities.