

ANALOGFOLK LONDON / PRESS RELEASE

Monday, 17th October 2011

Victor Sahate joins AnalogFolk as Executive Creative Director

Interactive agency AnalogFolk announced today the hire of Victor Sahate as Executive Creative Director. In this role, Sahate will bring his reputation for creative excellence and expertise in interactive experience design to lead the AnalogFolk London creative department.

‘We have a very talented team at AnalogFolk, and we look forward to Victor’s creativity and leadership taking our creative work to an even higher level,’ said Bill Brock, Founder, AnalogFolk. ‘Our focus on making and marketing innovative interactive experiences that create value for people and brands becomes even clearer and more ambitious with Victor onboard.’

Prior to AnalogFolk, Victor was the Executive Creative Director of Syzygy, the Head of Design at Agency Republic and part of the founding team as Senior Art Director at Brazilian agency Gringo. During this time he was involved in winning over 40 prominent awards for clients such as Absolut Vodka, Mercedes-Benz, Samsung, BBC, Playstation, Mazda Motors Europe, Smirnoff, O2, EA Games, Sony, Honda/Acura, Pimms, Adidas, Hovis and Jose Cuervo Tequila.

‘With the agency recently announcing big pitch wins for Malibu Rum and Yellow Tail wines as well as opening a second office in Sydney, it’s amazing to join AnalogFolk at such an exciting time,’ said Victor Sahate. ‘I was immediately attracted to the agency’s vision regarding the importance of creating value through interaction as it is so closely aligned with my beliefs.’

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The AnalogFolk Story

AnalogFolk is an agency that makes and markets interactive experiences that create value for people and brands. Our aim is to use digital to make the analog world better.

Key disciplines are creative platform development, communications planning, digital marketing, retail activation, experiential, social media and advertising communications.

Founded in 2008 by Bill Brock and Matt Dyke, AnalogFolk have a team of 40 passionate people working in offices in London and Sydney. Clients include SEAT Cars, Cancer Research UK, Malibu Rum, Sony Ericsson, Rowse Honey and Yellow Tail wines.

More about Victor Sahate

For more information about Victor, please visit [http://cargocollective.com/sahate - 28095/Victor-Sahate](http://cargocollective.com/sahate-28095/Victor-Sahate)

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