



At a glance

- + Offices in Chicago and NYC
- + Independent agency
- + Over 300 industry awards
- + Founded in 1983
- + Anne-Marie Rosser, CEO

We're a member of Meet The People

We're one of nine independently run agencies that each brings distinctive expertise and capabilities to this boutique network.

Contact

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Schedule a call
vsa.co

VSA is a brand strategy and activation agency.

We believe creative is currency.
And we help brands turn it into business growth.

By bringing strategy, design and marketing together, we build brand systems and campaigns that deliver speed to market, cultural relevance and measurable performance.

Strategy

- + Research
- + Audience segmentation
- + Brand strategy

Brand systems

- + Visual identity
- + Brand guidelines
- + Content

Campaigns

- + Campaign development
- + Media planning & buying
- + Social & influencer
- + Production

Experience

- + Website design
- + Employee engagement

Case study

When Google Cloud needed to capture market share in cloud computing, it came to us for a new brand, campaign and activations that continue to build equity. Today, it's in the top 3 of market share globally.

Clients

We've earned the trust of some of the world's most recognized brands.
"Fun and creative. The right folks for future visioning work."
—Wendy Chan, Senior Director, Nike

