



Ivana Nikolić

Indigo Plavo d.o.o.



Sector	Integrated communication, advertising, public relation
Region	Croatia, Zagreb
Nomination as an Ambassador	<p>Inspired by the example of my own parents and family, who are predominantly artists and professors, at a very early age I realised that there must be a link and a way to introduce creativity in business management. Work of an advertising agency is creative as is PR, however, the question is how to be a manager who thinks creatively and maintains a team of people who think and act creatively in everyday business handling, as well as how to creatively manage such a team? A number of consultants had told me that creativity is counterproductive in business management. But they were wrong. Today it is universally acknowledged that it is impossible to have a successful business without creativity.</p> <p>The idea of an ideal company existed only in my head and my role models are people who ponder over creative systems and push the boundaries of what is possible and of that what is in existence, such as Edward de Bono, Sir Ken Robinson and others.</p> <p>The independence every entrepreneur has is definitely the best thing. Personally, it meant the most to me in relation with the social awareness projects which were initiated by my company. Entrepreneurs mustn't forget, that they are, regardless of their independence, a part of society at a given time and that they should feel partly responsible for the good of entire society. Therefore, the greatest pleasure is to contribute to the benefit of that big family we are a part of. I am thinking of the social responsibility for this planet. If nothing else, globalization brought us the notion that Earth is the home of us all and that we should all take care of it daily in various ways.</p>
About the Company	<p>Agency for Market Communications is different not only by name, but also by its work. Our fast thinkers leave nothing to chance. Our creative team of designers well-known awarded creative's. To our clients, we offer complete service of devising creative strategy of a certain campaign, from defining visual identity to all areas of communication. We will devise identity for your business and make its manifestation noticeable in all areas.</p>
Raising awareness	<p>The most difficult part is to withstand the pressure of systems which constantly emphasise that there are settled ways of doing things and which force you to become a copy of existing company models. Small and medium enterprises are often determined by the image of their owners and if the owner isn't sure in his/her vision and originality, no team, even excellent ones, will set them from the mass of other enterprises and success will, thus, fail. That's why is so important to have this network, to encourage, create and shape creative thinking and creative behaviour with an aim to improve private and professional efficiency and productivity.</p>
Further information	More information about Indigo can be found under www.indigo.hr