

cedarknolls

Vision Creative Group focuses on service, relationships

Business name:
Vision Creative Group

Type of business:
Advertising and design agency

Owner: Andy Bittman

Address: 240 Cedar Knolls Road, Cedar Knolls

Phone: 973-984-3454

Web site:
www.visioncreativegroup.com

Hours of operation:
9 a.m. to 5:30 p.m.
Monday to Friday

Founded: 1987

Why did you start this business? The pure excitement of building a business and creating an agency that was focused on service and relationship-building as opposed to the old-fashioned creative models.

If you could do it again, what would you do differently? This is a great question; I had to really think about this one longer than the others. I am glad to say that I really wouldn't change anything significant at all.

What's the best business advice your parents gave? To trust my judgment and to fully believe in my abilities;



Founder-owner Andy Bittman, flanked by his staff above, says his Vision Creative Group has enjoyed 22 years of steady growth in the advertising and design business.

ties; confidence and support are invaluable things to give to someone.

What personality trait helps you the most? I believe commitment would be it. I think the

commitment to the people who work here and the people and companies we work for has made all the difference in the world. Making sure we continue to grow and provide for the people here at the agency and making sure each of our clients receives the absolute highest level of creative and service are things we are absolutely committed to.

What's the hardest part of the job?

Putting together the right words to fairly and completely describe the amazing people we have here at the agency. No matter what I say, it really

does not do them justice, they are fantastic.

The easiest? Doing nice things for nice people.

What's your least-expensive product or service?

Great service. While there is no actual charge for the service we provide our clients, it also happens to be the most valuable thing we offer.

The most expensive?

We are really not considered expensive at all. I believe it is one of the reasons we have done well in good times and bad—22 years and counting of continuous, steady growth.

Describe your most unusual customer, job or work experience.

A few years ago I took a flight to Michigan to personally hand-deliver artwork which enabled our client to take advantage of a same-day business opportunity that presented itself for one of their brands.

When you leave the business, what will you do?

I am not really sure, but something near the ocean certainly sounds good.

In one sentence, tell us why customers should shop here. We offer a

variety of online and offline advertising and marketing services for many well known brands and to help our clients be successful we invest in our people and in our clients without pause.

