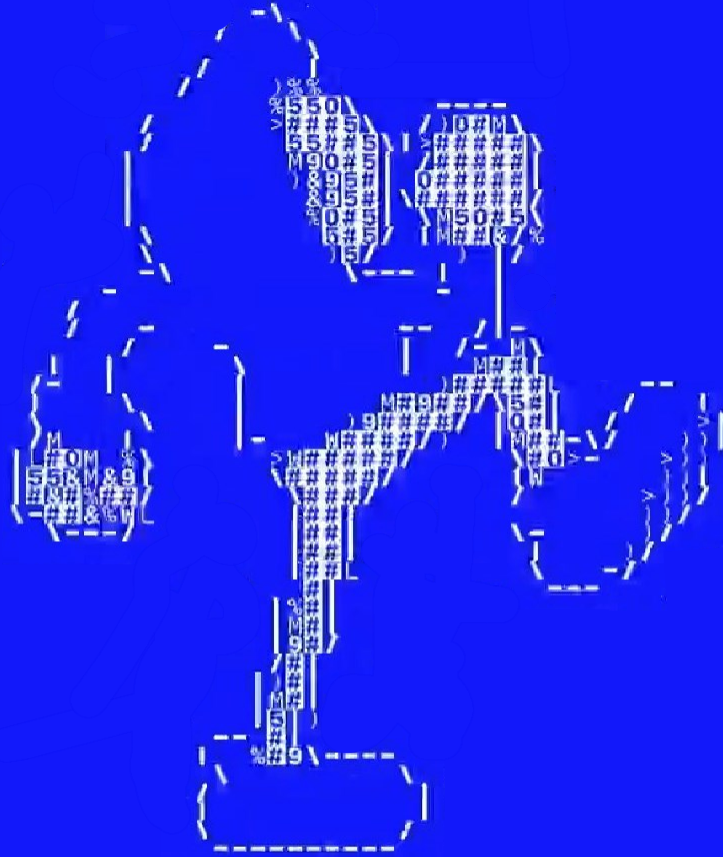


AN ANALYSIS OF BUCK



MSC3217 Final
By Joe Andaloro



ABOUT BUCK



Airbnb (2024)

Background:

- Founded in 2004
- Provides outsourced advertising
- buck.co/

Locations:

- Los Angeles
- New York City
- Sydney
- Amsterdam
- London

Specialties:

- Motion Design
- Animation
- Digital Art
- Graphic Design

Competitors:

- Imaginary Forces
 - imaginaryforces.com/
- The Mill
 - themill.com/





WHY BUCK?

Recognizable work

- Relatively unknown brand

High-profile clients:

- Nike
- FedEx
- LinkedIn
- Microsoft
- Netflix
- Dunkin
- Samsung
- Apple
- Google
- Meta



Beats (2024)



ETHICAL SOCIAL & DIGITAL MEDIA

What BUCK Does Well:

- BUCK's credits are visible on their website and social media
- BUCK goes through the process of creating their projects

What BUCK Could Improve:

- BUCK does not publicly report on their performance data
- BUCK does not clearly label whether their work is commissioned, a partnership, etc.



Dunkin (2025)

SOCIAL MEDIA OUTREACH

Instagram (Main)	LinkedIn	X	Vimeo	Threads	Instagram (Careers)	Instagram (Community)
@buck_design	BUCK	@buck_tv	BUCK	@buck_design	@buck_careers	@buck.u.back
366k followers	104K followers	23.8K followers	61K followers	67.5k followers	5k followers	87.4K followers



PAID, EARNED, & OWNED DIGITAL MEDIA

Paid Media:

J.P. Morgan Payments Creative Expression
2025

How do you convey expertise?
How do you communicate security?
How do you signal innovation?
How do you make someone feel trust?

Our collaboration with J.P. Morgan Payments found us seeking answers to these fundamental questions. The challenge was not just communicating these sentiments through language but discovering a way to evoke these feelings in every aspect of our strategy and expression in a way that's distinct and enduring. Let us take you on the journey of how we created a memorable and unique expression for a business within one of the most legendary banking institutions in the world.

Earned Media:

Buck's new animations for LinkedIn bring milestone moments to life

Vibrant and expressive, the new designs help users of the social platform to celebrate their achievements in a more expressive way

By **Daniel Milroy Maher** 29/10/2025

Global creative company Buck has joined with LinkedIn to give a visual refresh to the platform's in-app milestone moments. Described as "a big glow-up" by LinkedIn's director of product design Audrey Davis, the redesign includes a new suite of animations that hope to make celebrating on

Subscribe today to access creative insight and advice

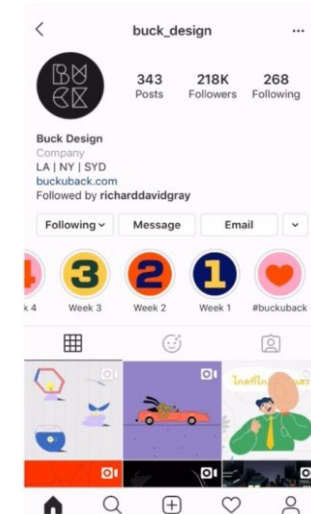
SUBSCRIBE NOW

Already a subscriber? [Sign in](#)

Owned Media:

BuckyWall
2019

We put a Bucky-style braintrust together to try and develop the most elaborate, Byzantine way to like an Instagram post.

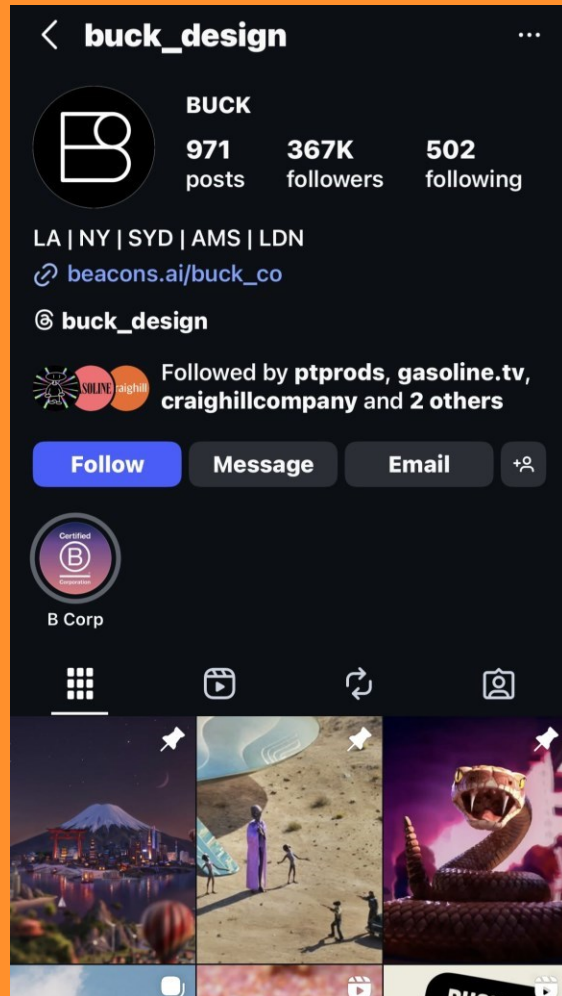


[#buckuback](#)

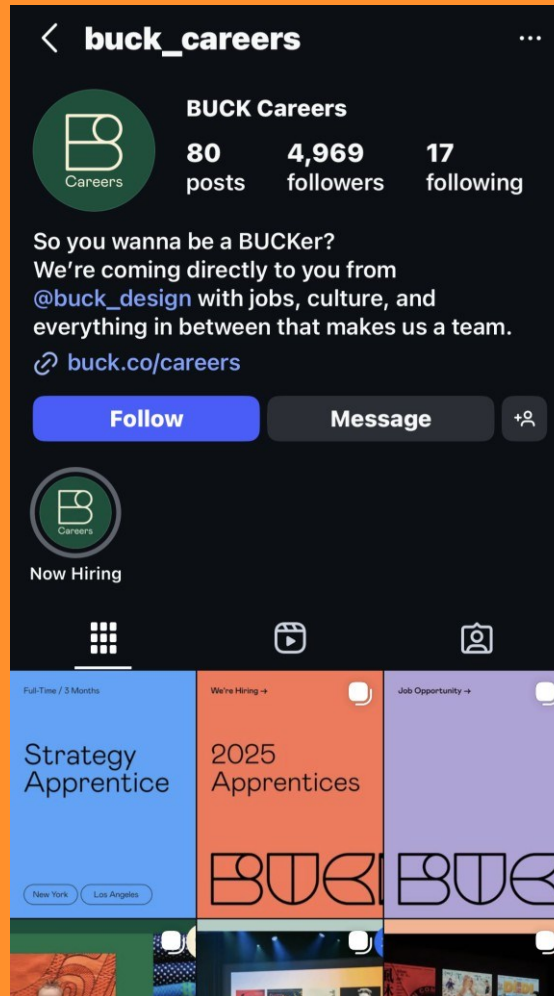


SOCIAL MEDIA

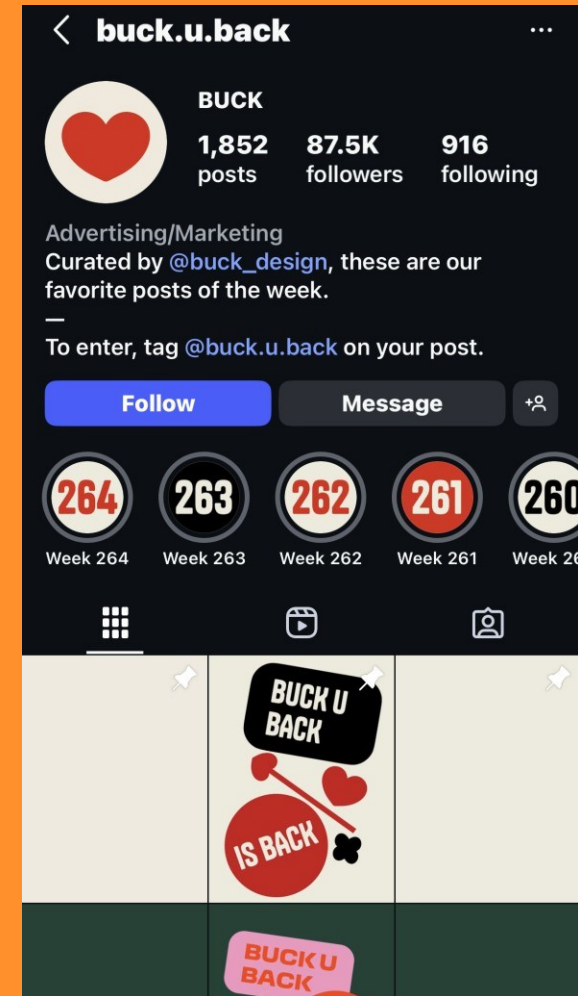
Instagram (Main):



Instagram (Careers):



Instagram (Community):



CORPORATE RESPONSIBILITY



BUCK Becomes a B Corp 2024

To celebrate our B Corp certification, we invited BUCK artists to reimagine the B Corp logo in their own unique styles. This open call to our artists is ongoing, just like our commitment to uphold B Corp's standards.

To qualify as a B Corp, companies must undergo rigorous evaluation against B Lab's stringent criteria that evaluates impact on workers, community, consumers, and the environment. BUCK coordinated directly with B Lab to examine our operational practices and ensure we're crafting impact that will outlast us — ultimately becoming a permanent facet of BUCK's legacy. As of April 9, 2024, we officially achieved certification and decided to celebrate.



CONCLUSION

BUCK's professional production to consistently delivers advertisements for global brands

The studio's social and digital presence strengthens its credibility through:

- Visible credits
- Process-sharing
- Platform-specific outreach

Transparency could strengthen BUCK's reach:

- Outcome reporting
- Clear project labeling
- More B2B resources

Nonetheless, BUCK effectively balances ambition with ethical communication



FedEx (2024)



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<https://www.instagram.com/buck.u.back/>

@buck_careers.

https://www.instagram.com/buck_careers/

About. BUCK.

<https://buck.co/about>

An award-winning creative company specializing in brand strategy and visual storytelling.
Imaginary Forces.

<https://imaginaryforces.com/>

Buck (@buck_design).

https://www.instagram.com/buck_design/

Buck (@buck_design). Threads.

https://www.threads.com/@buck_design

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THANK YOU!

