



CORE VALUES

"The guiding principles and fundamental beliefs that dictate our behavior and how we go about our work. We practice these values every day in everything we do. Our core values guide us as we strive to fulfill our mission."

INNOVATION — IMAGINE THE FUTURE

Knowledge fuels our passion for new and better ways of doing our work. We are lifelong learners who take time to listen to the world around us and understand the latest trends. The idea of continuous transformation makes us an innovation company. Sometimes that means breaking a few things and being willing to disrupt.

CREATIVITY — DREAM IT, DO IT

Our insightful thinking, imaginative content and engaging design creates marketing communications that cut through the clutter and tell a story. Exceptional creative starts with curiosity and ingenuity. Ultimately, it's about pushing the envelope so that we deliver fresh messaging ideas to our clients and their campaigns.

TEAMWORK — RISE BY LIFTING OTHERS

We proactively share ideas and integrate different points of view through teamwork, participation, trust and collaboration. Relationships are built on the ability to clearly communicate with open-mindedness, honesty and vulnerability. If it takes a little healthy debate to get to the best answer, well then, they don't call it creative tension for nothing.

ACCOUNTABILITY — THE BUCK STOPS HERE

Being accountable for one's work requires having a mindset that asks, "What else can I do to achieve the exceptional results we stand for?" It demands an attitude that reveres personal commitment and is driven to deliver beyond what might be expected. Accountability is embodied by team members who "See It, Own It, Solve It and Do It."

AGILITY — JACK BE NIMBLE

We are continually responsive to the performance of our campaigns, shifts in the marketplace and the changing needs of our clients. Status quo is not acceptable; we always strive to improve and optimize our work. If being agile means working in pencil and carrying an eraser, then so be it. The modern world of marketing requires us to be aware, responsive and quick to react at all times.

INTEGRITY — OUR WORD IS OUR BOND

We build strong relationships based on honesty, ethics and transparency. We choose our thoughts and actions based on values rather than personal gain. Our word is gold — we say what we do and do what we say. We know that character is the real foundation of all worthwhile success. Knowledge earns power, integrity earns respect.

FUN — GOOD VIBES, GREAT WORK

Like when we were kids, fun and play are important vehicles of learning, fostering imagination and creativity. When we have fun doing what we do, we're happier and energized, cultivating an atmosphere of fearless and spirited creativity. In our business, having fun yields better work. We're happy to play along.

BALANCE — WORK, LOVE, PLAY

Individually, we envision a holistic relationship between our professional and personal lives, striving to maintain a work-life harmony that treats time at and away from the office as two integrated parts as opposed to making competitive "trade-offs" between them. Organizationally, balance is fostered by maintaining a diverse staff of interdependent personalities, a fabric of right and left brains and a balance between creativity and operational systems.

“Be willing to break what doesn't appear to be broken.”

“When things don't go right, go left.”

“None of us are smarter than all of us.”

“Ideas without structure is just daydreaming.”

“Wisdom requires a flexible mind.”

“Be more concerned with doing right than being right.”

“Work doesn't work without play.”

“You can't do a good job if your job is all you do.”