

# 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.*



## 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."

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*Ideas without structure is just daydreaming.*

## 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 continually 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.

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*Wisdom requires a flexible mind.*

## BALANCE — WORK, LOVE, PLAY

Individually, we envision a holistic relationship between our professional and personal lives, striving to maintain a work-life harmony that embraces fun while treating 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.

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

## CREATIVITY — DREAM IT, DO IT

Our innovative thinking, imaginative content and engaging design create 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. Sometimes that means breaking a few things and being willing to disrupt.

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*When things don't go right, go left.*

## LEADERSHIP — LEADERSHIP IS ACTION, NOT POSITION

Leadership comes from all of us. We lead not by title, but rather by taking action, creating vision and influencing others to join the journey. Ultimately, leadership is an agency-wide mentality that encourages ownership, innovation, initiative and a drive toward positive change. Our collective leadership mentality fosters a culture of empowerment and shared achievement.

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*Every situation is in search of a leader.*

## STRATEGY — THE PATH TO SUCCESS

Strategy is our blueprint for success, providing a roadmap for informed decisions and effective execution. Strategy is a mindset that involves thinking, analysis, insights and action. Its essence revolves around taking data and turning it into a story that drives thoughtful change. This mindset is crucial for creating the foresight, clarity and creativity necessary to succeed. It guides us toward our envisioned destination with purpose.

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*Strategy is the pattern in a stream of decisions.*

## 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 communicate clearly and openly 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.

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*None of us are smarter than all of us.*