



THIS IS WHO WE ARE

**A T T H E  
C O R E**

WE ARE

# INSPIRED

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We don't believe in limits.  
Free-thinking dialogue is what sparks ideas.  
Ideas and their development is our business.  
Ideas come from everywhere:  
our surroundings, our imaginations,  
our unlimited world.

WE ARE

# PASSIONATE

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We believe world-class should be the standard.

Great is just the beginning;

outstanding is the goal.

If we don't hit the mark the first time,

we try again and again and again.

**We never give up.**

WE ARE

# DEDICATED

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Our service is intuitive and personal.

Our communication style is simple and familiar,  
the same way we speak with each other.

We don't hide behind corporate jargon.

Our mission is to have our client's back  
and to be a trusted partner.

IT'S ALL  
ABOUT  
IDEAS

WE ARE

# FEARLESS

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Open and honest communication creates the environment we like to work in. Everyone contributes. Everyone is safe to take a risk, safe to present an idea without feeling threatened. We want our team to have the courage to make decisions and to stand by their ideas.

WE ARE

# UNITED

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Although we are competitive,  
we believe in working together as a team.  
We don't compete within our agency.  
We compete on behalf of our clients.  
We challenge ourselves as one creative unit  
We are united in our quest to succeed.



**B E  
Y O U R -  
S E L F**

WE ARE

# INCLUSIVE

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We are a team with diverse backgrounds and ideas.

We aim to promote a sense of belonging.

We value and respect the talents, beliefs, and backgrounds of all our team members.

We recognize that it is our unique differences that make us who we are.

WE ARE

# ENTHUSIASTIC

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It may go without saying, but we'll say it anyway.

We are enthusiastic.

Extremely so.

It's contagious.

It's what connects us.

The connections have meaning.

They are real.

**WE**

**ARE**

**CORE**

**LET'S CONNECT**

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