

Culture Book

مرحباً Hello

Hello and welcome to a culture of **differentiation**.

We've written this book to help you wrap your head around who we are and what we value. It's intended to help you integrate into our culture and give you a sense of motivation and belonging.

Think of this as a manual; a guide to read, share, hug and cherish. But don't let it limit you. You are unique and different in your own way and you've got a lot to offer and influence.

Enjoy the read.

Chapter 1

We Think Different.
We Do Different.



Differentiation

This doesn't come from a shallow need to "seem" different, but because we truly believe in challenging the status quo.

More importantly, we challenge our own methodologies, sometimes daily, so we don't become just another "agency".



**So we work hard at owning
differentiation through our processes,
our methodologies, our thinking
and even our hiring.**



We look for members who see the world a little differently – people who push all of us out of our comfort zones and make us sweat a little.

This doesn't just apply to our own team; we sometimes make our clients uncomfortable; and they like it.

We ask questions, then we ask more questions. We challenge briefs and question motives.

We play the devil's advocate and wonder if there's a better way.

At the end of the day, this all funnels back down to our eagerness to create and produce work that functions, looks and is experienced differently.



Chapter 2

Seek
and You
Shall Find.



Insightfulness

No great idea ever came from thin air.

We say that because that idea is backed by even greater insights, by smart and intelligent thinking and by people curious and passionate enough to go digging where no wo/man has gone before.



**Simply said,
we're hungry
for knowledge.**

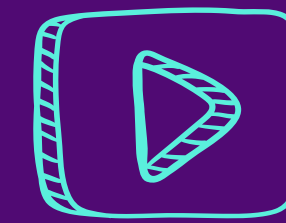


**And when we learn,
we share. When we share,
we grow together.**

And that growth makes us all smarter, wiser
and truly capable of acting with confidence.

We don't just spit out business jargon to make us sound smart

— as strategists, designers, content creators, marketers, mothers, fathers, siblings and dog lovers, we're in touch with pop culture.



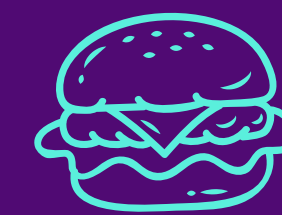
Watch YouTube



Play Music (and pump it up)



Start a book club



Lunch with colleagues



Treat others to Skittles

**These little acts can inspire
big ideas triggered by
a rush of dopamine.**

What more can we say?

Chapter 3

**Accept No Excuses.
Only Results.**



Commitment

**We are a team of doers.
We get things done.
And we do them right.**

There really is no benefit in complaining about a difficult client, or in shaming colleagues, or in unearthing past failures.





This is negativity. You've heard of it. You've felt it. It drowns teams in utter misery. And we're not those people.

We are problem solvers who keep a smile on even as they're chased through mud juggling scorching hot potatoes.

(stressful image, right?)

We're constantly handed lemons and all
we do is make the sweetest lemonade.

**It's because we value
each other. Our clients.
Our work .**





After all, it takes two to tango and we're all about the song and dance.

We understand that some days you're just not feeling yourself; that some days the inspiration just isn't there. Take a walk. Grab a coffee. Call your best friend.

**At the end of the day,
we trust you'll find a way
to deliver amazing results.**

Chapter 4

Go Big
or... Go Home.

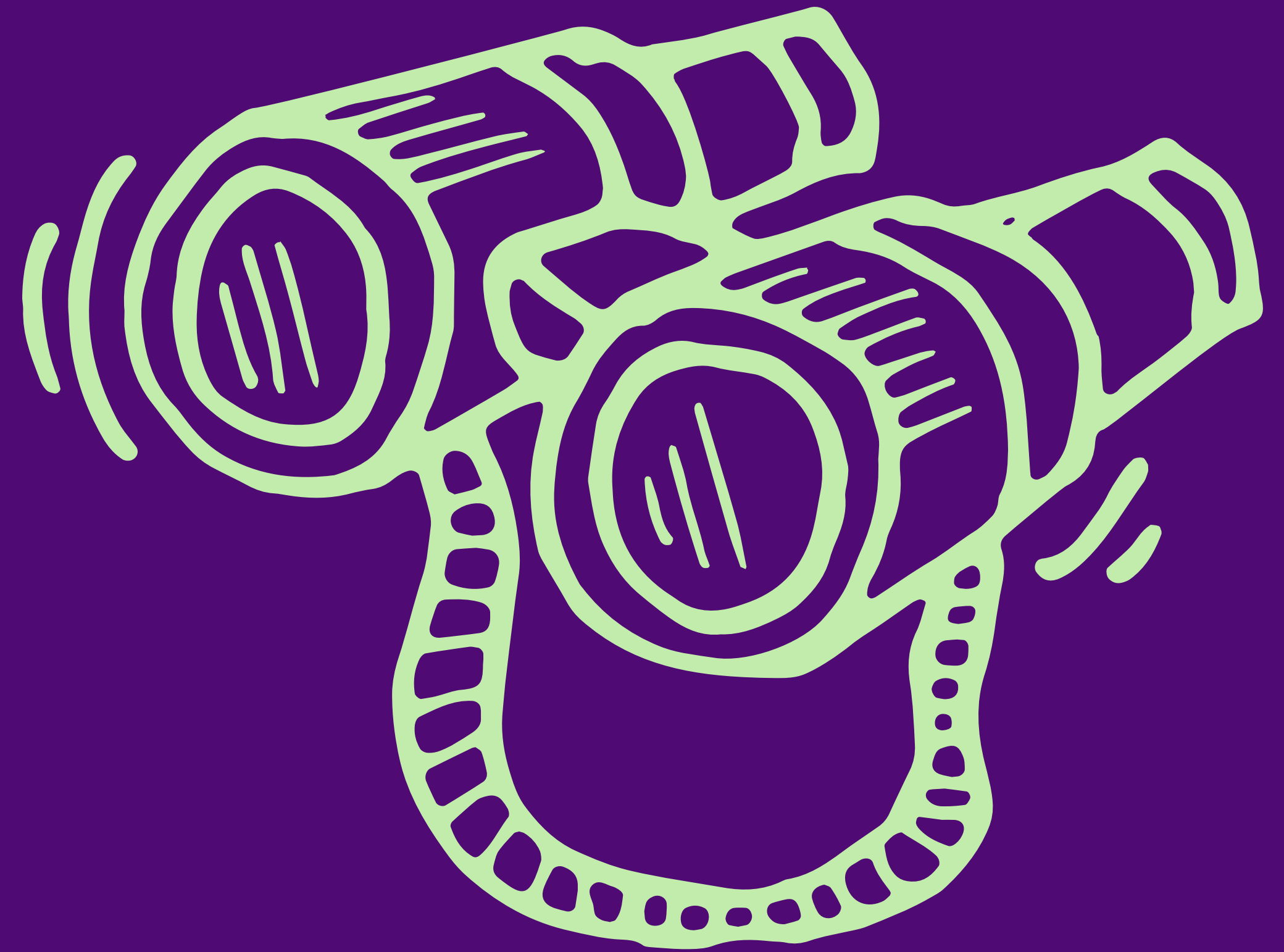


Excellence

**Mediocrity is our enemy
and yes we believe it can be our
biggest threat.**

But here's the thing: we're not YES wo/men.
We're the *'I hear you. How about...'*
kind of people.

**As consultants, we're
empowered to look
beyond a brief... Like
really far beyond it.**





As leaders we're expected to "wow". As makers we're challenged to deliver on that "wow".

But this 'wow factor' can't live in isolation; it stems from tried and tested processes, impeccable attention to detail, and most importantly ownership over everything we do.

Excellence is a powerful word filled with big expectations.

**But we're wired to win.
And to win, we fight.**

We fight the status quo. We fight the unoriginal. We fight shortcuts. And we fight the urge to give up.



Chapter 5

Let it Flow.
Let it Floooooooooow.



Seamlessness

Yes, that's a reference to 'Frozen 'but hey, we're aligned on pop-culture references.

We're also aligned on being aligned.





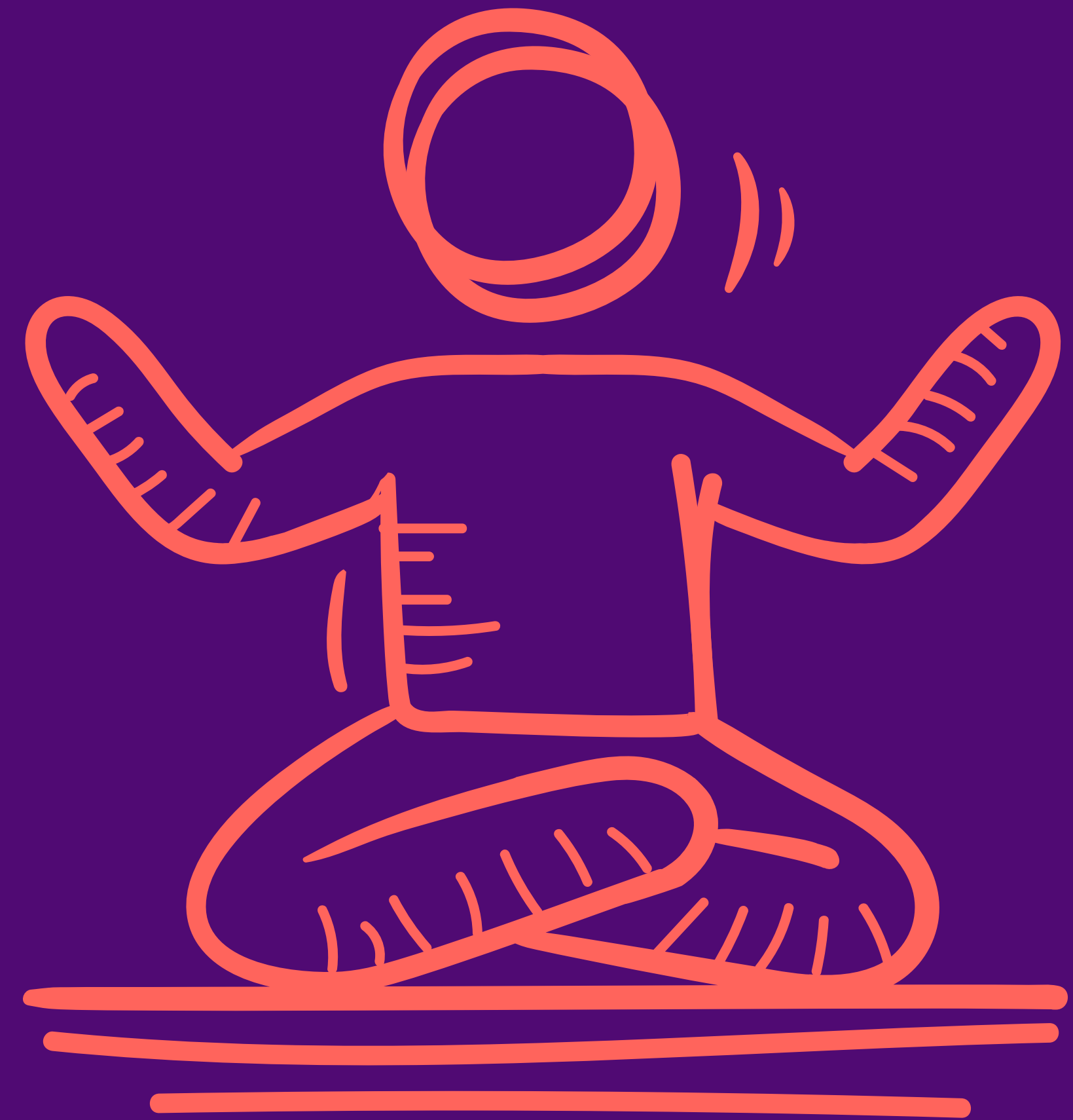
The key to our successful team synergy is communication; we listen, we talk, we debate, we align. It's as simple as that.

And if that wasn't enough, the secret to our successful delivery lies in our smart processes that aren't only there to ensure smooth workflow, but to create a sense of accountability and ownership over everything we do.

But don't mistake 'process-driven' for lack of agility. We flex and maneuver in ways most suited to our clients; perhaps this is inspired from our love for Yoga?

Or because we know for sure that one-solution doesn't fit all.

Every client has their own needs. Every project has its unique challenges. And every challenge opens up opportunities to explore, experiment and to get lost in the depths.



The best part?

**We're never lost alone
— we thrive together,
and we fail together.**

This mentality is what makes us who we are.

**BRAND
LOUNGE™**