



# Our Manifesto

Today more than ever **brands** need a competitive **edge**. A leg up. An **ace in the hole**.

**Welcome** to ours.

As a collective of smart, **creative**, culturally attuned **trailblazers** who are as talented, innovative and **diverse** as today's America, we are **unlike any other communications** group on the planet.

Recognizing that the rules of **consumer engagement** have changed, it's no longer enough for a marketing company to have an X factor. Today's brands need a partner with an X, Y & Z factor.

That's where we come in.

We have **upended** the communications company model as you know it.

From **advertising** and analytics to **digital** and content production and **beyond**, we are unique in the capabilities we offer and in how we **collaborate** with each other and our **clients**.

Everything is in service to **everything** else and everything we create is in service to **brand growth**.

Leaning on our strong **cultural heritage**, we alone have the foresight, smarts and sensibilities to help brands stay **in-step** with today's "new" consumer. Plus the creative chops to deliver **award-winning**, problem solving work that makes a difference.

The kind of difference that changes brands.

It's a brave new marketing world out there – **client growth** hinges on having a competitive advantage.

Or in our case, a hugely unfair one.