



OUR VALUES



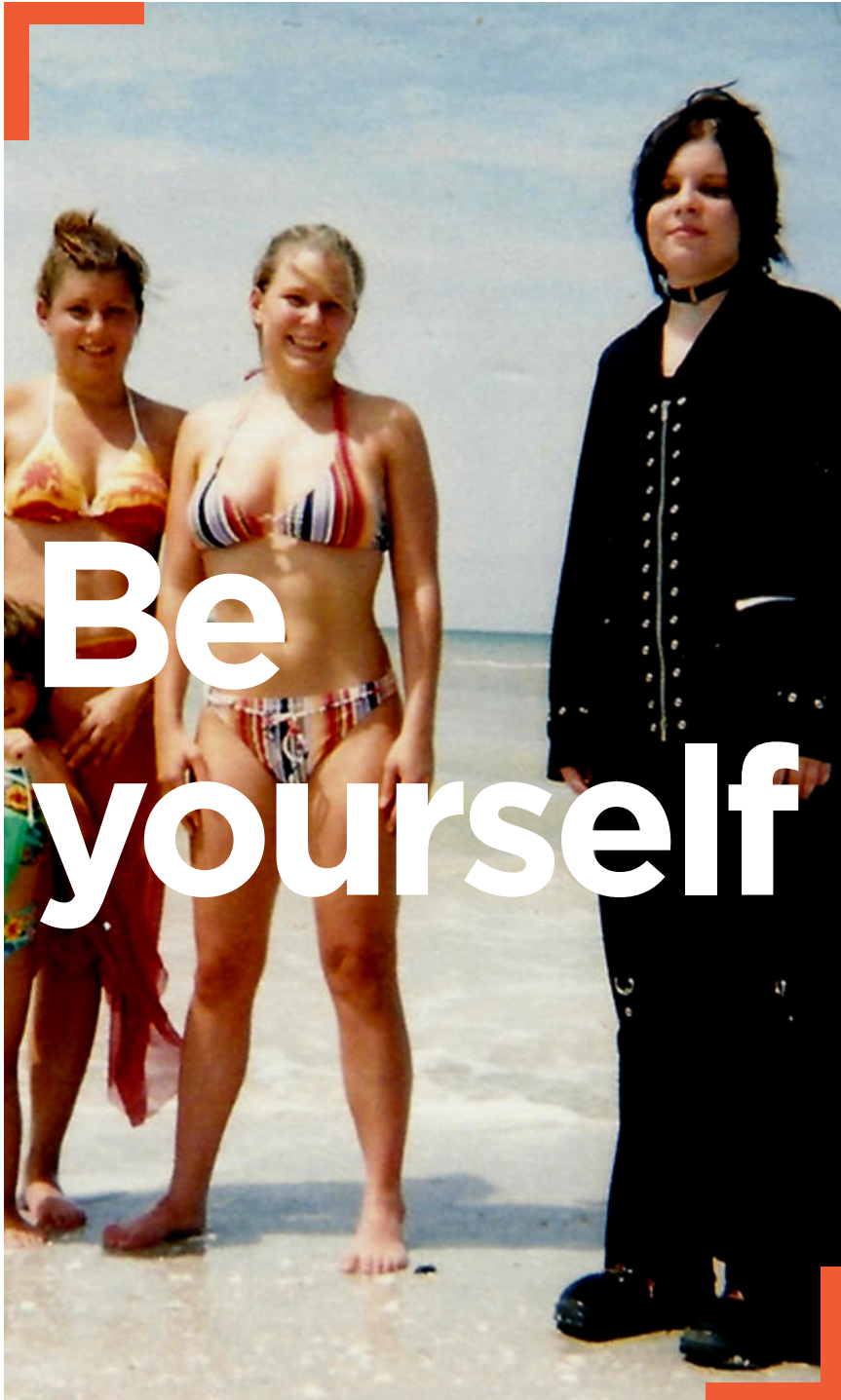
「Think® Bold」

Our values

Our goal is to be one of the “hottest” tech agencies in the UK. We want to be the must-have agency on shortlists.

We want to be a multi-award winning team. And we want to be recognised as the best agency to work for.

Our values guide everything that we do to reach that goal. It's not just about being 'good at our jobs'. It's about embodying our values in all of our work.



We don't want to be PR stereotypes

Not every PR person needs to look like a cast member from Ab Fab. We understand that creativity can come from anywhere, that's why we avoid PR stereotypes and just ask that you **be yourself**.

We are inclusive

We are a team. We are never too busy to help, listen and support each other. We embrace our differences. Because we know different perspectives, experiences and skills make us all work better.

We champion each other

We're ambitious for each other, not just ourselves. We don't sit back and allow complacency but instead give our time freely and willingly to help each other progress. We don't blame or chastise — we praise, motivate and shine the spotlight on our collective success.

We are engaged

Work isn't just a job. We care about what we do and we want to actively contribute. We are positive, engaged and always looking for ways to make a difference.

We are interested and interesting

We aren't just media monkeys – we are our clients' consultants. That means we are always looking to learn so that we can get under the skin of our clients' businesses, their markets, and their technologies and **be informed**.

We ask questions

We are engaged in our work and with our clients. We never take things at face value; we ask questions and we interrogate client briefs. We challenge each other to actively seek out information and we support each other in making those insights matter.

We seek opportunities to learn

We don't expect to be spoon fed; we take responsibility for our own progression. We look for events to attend, we make time to read, we sign up for new services, webinars, newsletters to stay up to date with our clients' markets and the PR industry.

We share our knowledge

We offer our experience, knowledge and skills willingly to colleagues, clients and partners. We share interesting stories, fresh insights, industry thought leadership and new ways for thinking. We empower each other by pooling our collective expertise and interests.



Be informed



We question the status quo

We're not scared - of saying no, of pushing back on our clients, of new ideas. We challenge our clients and each other to be more ambitious and **be bold**.

We're cynical (in a good way)

We challenge the status quo and question everything. We don't like mediocre, so we're allowed to say "that won't work", but only if we come up with something bigger, better and more impactful. We are bold – in our approach, our advice and our ideas.

We have the courage of our convictions

When we put an idea forward, we are 100% behind it. Because we trust in our approach, our experience and our ideas. We speak confidently and with passion, because we know we have the answers to the right questions. We do the right work, not what we 'should' be doing.

We are honest

We believe in ourselves and our expertise. We voice our concerns, if we need to, and we push back constructively —do you want our first ideas or our best ideas? When we disagree, we explain why. And we always offer considered, meaningful alternatives.

We never settle for less than the best

We're not satisfied with run of the mill or 'good enough'. We want the quality of our work to speak for itself. We want to make things happen and **be exceptional**.

We have high standards

We genuinely care about our colleagues, our clients and the work we deliver. We don't just go through the motions. We always ask how we can make our work more ambitious and truly brilliant. Just being good enough isn't enough. We don't waste our time or our clients' budgets.

We show initiative

We don't wait to be told what to do. We chase opportunities and results with a passion. We 'test and learn' and make things happen. We make the effort to surprise our clients with new ideas and show we know everything about their market, business and technology.

We know our clients inside out

We know what matters to our clients. We know what they need us to do, we meet our deadlines, and we're the first to flag results. We don't hide behind email – we talk, meet and share to build positive relationships so we know exactly what they need us to do.



Be exceptional

「Think  Bold」

wildfire