



# FIGHTING THE DAILY SHARE BATTLE WITH IDEAS THAT WIN

## HUMBLE HUNGRY HUMANS

The people.  
That's what we're all about.  
And here, those people  
happen to be curious,  
tenacious, and scrappy  
thinkers. And we encourage  
them to explore and  
wander intellectually.

Why? Because creating work  
that wins the daily share  
battle requires out-of-the-box  
thinking that can only come  
from diverse collaboration  
and real-world experience.



## HAPPY CUSTOMERS



## WE HIT HARDER

We help our clients fight the daily share battle with ideas that win. By swinging hard and fighting smart, we stay laser-focused on the most important part of the equation: the idea. Nothing beats a good one. And every day, we come to work and think more of them into existence to help our clients dominate the noisiest of categories.

They're ideas based on hard-won consumer and cultural insights. Ideas that move people emotionally and have teeth. Ideas, in other words, that win.

## HOW IT'S DONE

We've built our business helping marketers build their businesses in the toughest situations.

How do we do it? We're fully integrated from the jump, embedding brand strategy, comms planning, media, and technology into customer-journey development and the entire creative process. This allows us to solve problems faster and deliver modern cross-functional solutions.

The results aren't soft metrics. They're real, and they're economically dramatic. They prove that we literally give our clients more for their money. And when you're fighting a daily share battle in the noisiest categories, you deserve nothing less.

## WHO WE ARE



**18<sup>TH</sup>** LARGEST FULL-SERVICE  
U.S. AGENCY



**370**  
EMPLOYEES



**52**  
YEARS YOUNG

**FORRESTER<sup>®</sup>**

WAVE: LEAD AGENCY  
STRONG PERFORMER

**IPG**

SINCE 1998