

MEDIA CREDENTIALS



WE ARE

Initiative





—
COUNTRIES
—

80

—
EMPLOYEES
—

3200+

—
BILLINGS
—

\$15.9B



—
COUNTRIES
—

130

—
EMPLOYEES
—

8500+

—
BILLINGS
—

\$39B

○ ————— Our purpose ————— ○

TO — GROW BRANDS.

○ — WHY —

EMOTION

VALUE

LOYALTY ○

ADVERTISING.

People hate advertising.



A BIG PROBLEM.



Today, you can avoid advertising.

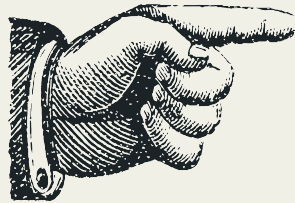
One thing that's unavoidable.

CULTURE.



Agencies

**BRAND
ADVERTISING**



Initiative

**CULTURAL
BRANDING**

CULTURE

The shared learned beliefs, values, norms, symbol & traditions common to a particular group.

“We don’t see things as they are, we see them as we are”

new opportunities for a brand to supercharge its impact.

Initiative

**CULTURAL
BRANDING**

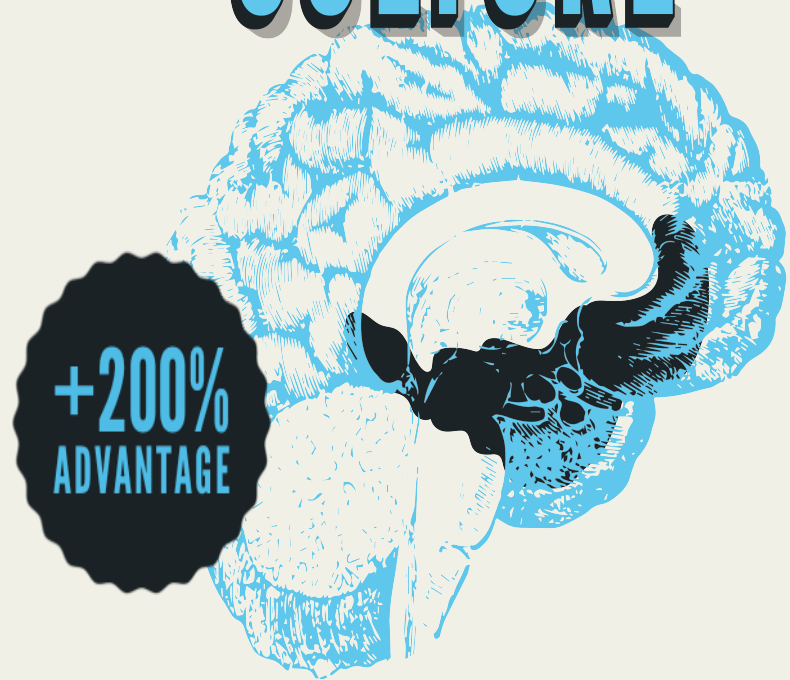
MEDIA



SHORT TERM ENCODING

— Forgettable —

CULTURE



**+200%
ADVANTAGE**

LONG TERM ENCODING

— Memorable —

○ ————— Our purpose ————— ○

WE HELP BRANDS

Take the Initiative

IN CULTURE

—————

INITIATIVE

—1—

the ability to assess and initiate things independently



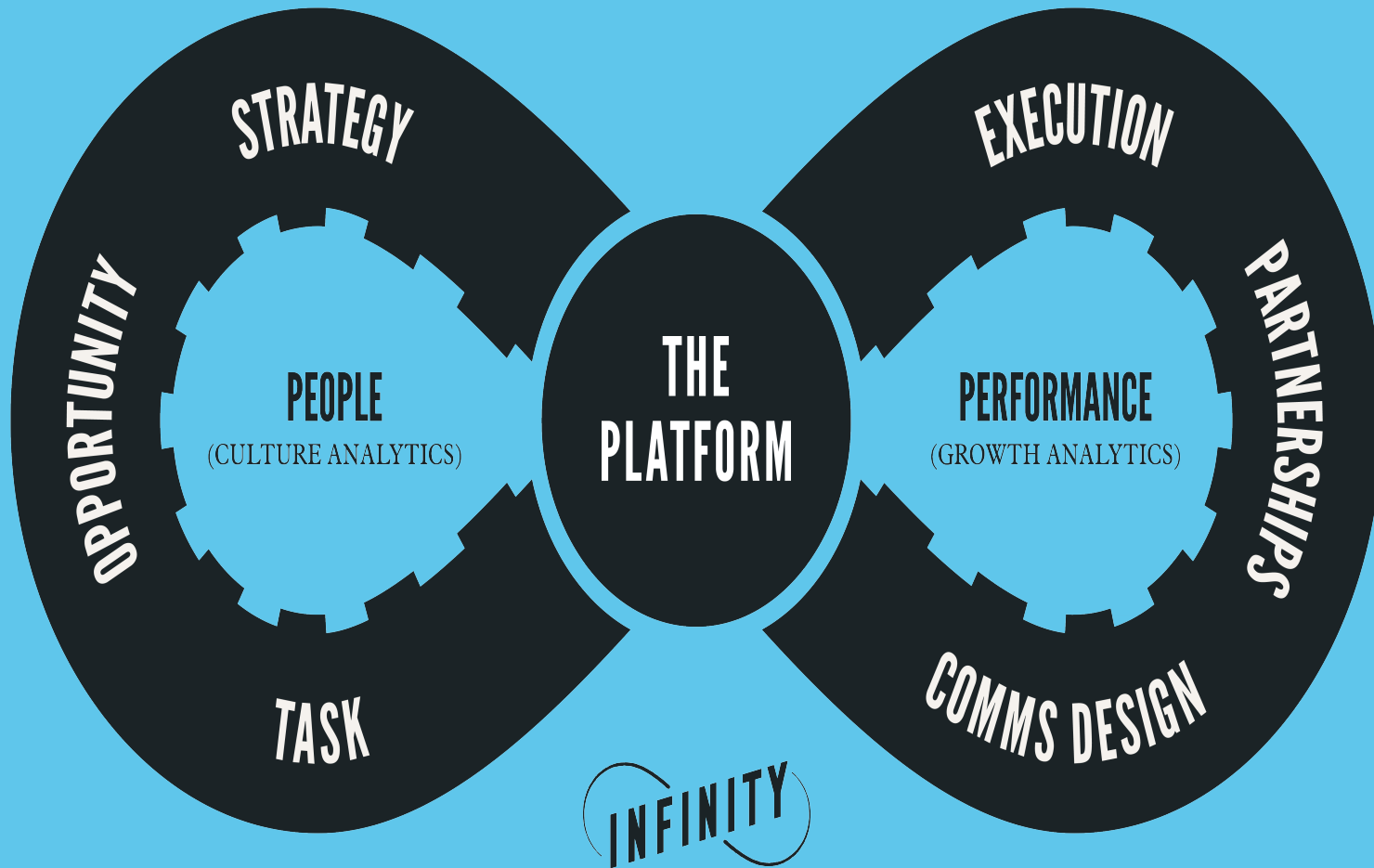
—2—

the power or opportunity to act or take charge before others do



Independents

Goldilock's Zone

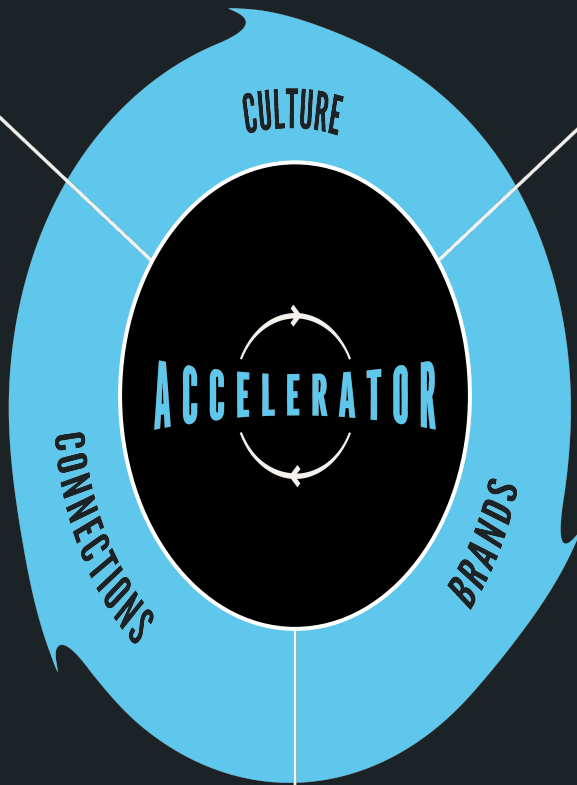


recode

HEART

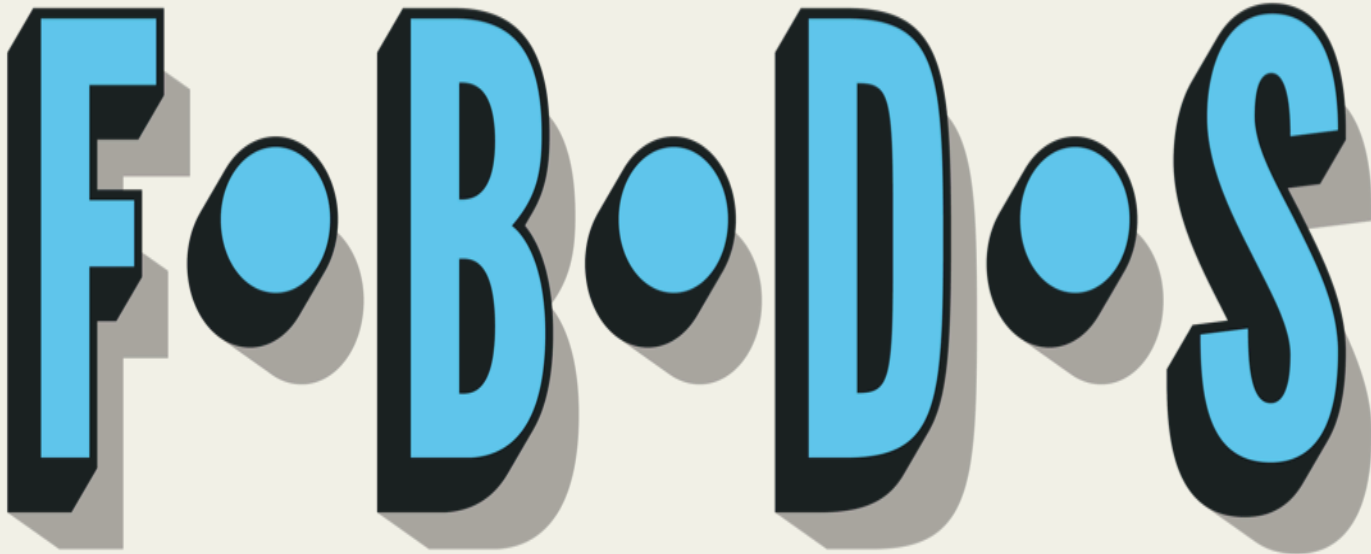
CONTRIBUTORS

RIPPLE





Supported by our core values



FEARLESS

in our approach.



BRILLIANT

in our work.



DYNAMIC

in our design.



SEAMLESS

in our execution.





○ ————— OUR CLIENTS ————— ○





IPG MEDIABRANDS

IPG MEDIA LAB

MAGNA

**MEDIABRANDS
INSIGHTS**

Orion

Initiative

CADREON

reprise

ansible

rapport

SOCIETY