

THE DNA OF A SUCCESSFUL PARTNERSHIP

The most common ingredients found in successful partnerships between brand advertisers and their agency partners.

P

**PROVOKING
AND
DEMANDING**

*Expect More,
Get More:*

Strong bonds are forged by clients and agencies that set high expectations.

A

**ADAPTIVE
AND
RESPONSIVE**

*Culture Fit
Matters:*

Effective collaboration occurs when partners align for cohesive workflows.

R

**RECIPROCAL
PASSION AND
CHEMISTRY**

*A Healthy
Foundation:*

Shared passion of purpose establishes strength in partnerships under pressure.

T

**TRUST
AND
TRANSPARENCY**

In Good Will:

Full transparency leads to trust earned over time, translating to outstanding performance outcomes.

N

**NONCONFORMIST
AND CRITICAL
THINKING**

*Challenge the
Status Quo:*

Partnerships thrive on critical thinking, embracing innovative ideas, and pushing boundaries.

E

**EXPERTISE AND
EXECUTIONAL
EXCELLENCE**

*Strive for
Impeccable
Execution:*

Exceptional work is produced when both the client and their agencies deliver.

R

**RESOURCEFUL
AND
INNOVATIVE**

*Set Yourself
Apart:*

Outstanding work is achieved through the discovery of creative solutions for complex challenges.