

Nothing
rhymes
with
orange

[WHAT MAKES US UNIQUE]



Welcome.



We practice what we preach.

We tell our clients to connect with all the people who impact their business.
To be a “brand2everyone” brand.

And to start with employees first.

So this is for you, the Jack Morton Worldwide community.

It's about how we behave and what it's like to work with us. It's something we take seriously without being too serious. It's not unique to us, but put it all together and it's what makes us unique.

So, welcome to Jack. If this rings true with you, too, you're in the right place.



Take the work seriously, but not ourselves.

We're playful... humble... no respecters of silos and hierarchy (respectfully speaking). Perfectionists who don't fear a little anarchy or making mistakes (as long as we fix and learn from them).

We're free to challenge each other. It's never personal, it's always for the greater good of the work. It makes our values—passion, agility, respect—more than just words.

We value talent (not titles). Confidence (not arrogance).
Risk-taking (not group think).

We don't ask you to check your personality at the door. We embrace diversity, and we bring our eccentricities (we all have them) to the office every day. It fuels our culture and enhances our work.

By having fun we end up doing more good along the way.



We create brand experiences.

Our purpose is simple: build relationships between brands and the people who matter most to them.

Those relationships are built on experiences. Experiences are real, rich, relevant, authentic, interactive, engaging, entertaining, educational, inspiring. They are online, offline, above the line, below the line, through the line. Whatever and wherever they are needed to connect brands, employees, partners, customers and influencers to make them grow and succeed.

We create experience brands.

By getting brand experiences right, we help our clients get closer to becoming experience brands.

Experience brands turn a marketing channel into a point of differentiation. They think through their product experience as much as the product itself. Experience brands are people brands. They are lived (and loved) by the people that represent them. Interactions with their people are among their biggest assets. Experience brands feel right, real, relevant. They create great stories (stories that others tell for them, that spread virally, naturally).

We believe in experience brands (and we aim to make more of them).



What we do is powerful.

People love real.
People love connecting.
People love live.
People love immersion.
People love discovery.
People love scale.
People love escape.
People love intimate.

What we do is hard.

You have to get it right, or people notice. You have to make it relevant, or people don't notice. (Which is worse? Tough call.)
It's hard to get right but easy to screw up.
It's not for everyone.
Hours can be long.
Feelings do get hurt.
We never settle for good enough.
We are grown up enough to know the difference between respectfully disagreeing (with each other and our clients) and simply being disagreeable (not something we tolerate).





The best clients really need us.

We're hungry for clients we can really help, with questions that really need answering.

Struggling? Under-performing? Challenged?

We're ready to get down to business. We have plenty of clients that are already successful. We love them and they love us back.

But when a brand really needs us, we get excited by that challenge.

It's on the red-yellow spectrum, kinda sorta reddish yellow. Carroty if you know what I mean, or gingery, a bit like a lovely sunset. My ma has some curtains like it. It's a juicy shade, kind of like an egg yolk but with more red in it. Or like a school bus or a New York taxi cab but turn up the intensity of it, mix in a bit of red and you're getting close if you know what I mean. I'm thinking pumpkins, a very vivid and cheerful hue that makes you feel happy and bright thoughts. Like I said, it's on the red-yellow spectrum.

Orange

Simple is the most complex thing we do.

Anyone can make stuff more complex.

It's easy to make a client's problems seem trickier. It's easy to add more words, especially long ones.

Our challenge, from strategy to creative to delivery, is always to make the problem and the solution as simple, obvious and obviously right as possible.

It takes a special kind of agency (and a special kind of confidence) to keep it simple.



Respond to business challenges, not briefs.

Our job, as an agency is to solve problems. Creatively.

At times that means that the solution we suggest will not be what our client asked us for. At times it means giving answers to more questions than we were asked.

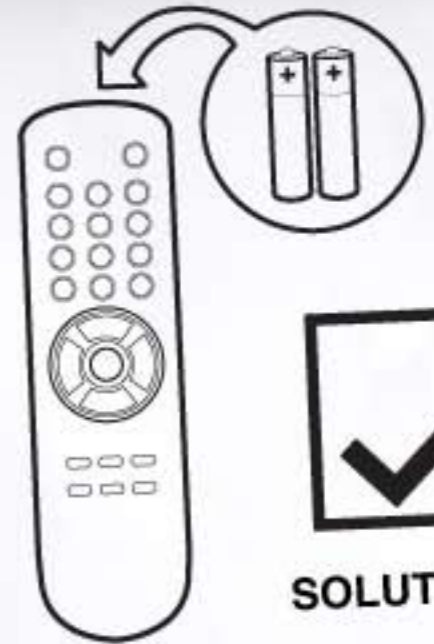
And that's fine. Because our job is to see solutions our clients can't see. Which is why (respectfully) we won't always respond exactly to the brief we've been given. But we will always respond to the business challenge behind that brief.



CHALLENGE



SOLUTION A



SOLUTION B

Be bold, take risks (calculated ones).

There's no reason to be timid.

If clients had all the answers, they wouldn't need us.

If no one ever took a risk in business, they'd go out of business.

A little swagger and a big, bold (calculated) risk can go a long, long way.





Demystify smart (it's never optional).

Lots of agencies have shared processes and proprietary tools and clever, highly educated people.

We don't like it when agencies treat those things (or Those Things™) like something special and mystical that sits up on a shelf until it's time to be smart. Because that implies that being smart is optional. It isn't.

So, yes, we have a shared process to ensure we do great work for our clients and to make us the best possible partners to them and each other. We have tools and a lot of clever people to use them. It's as simple and as smart as that.

Create things that don't exist and make people feel better off because of them.

Being in the experience business, we think business as usual is boring. Discovery? Delightful.

We value thinking and thoughtfulness, from people and brands. Surprising new solutions. Journeys and jolts that can wake up even the most disenchanted preservers of the status quo.

It's not about doing the right thing just to be righteous or the new thing just to be new. It's about creating things that don't exist and making people feel better off (happier, smarter, wiser, more connected, more successful, more hopeful) because of them.

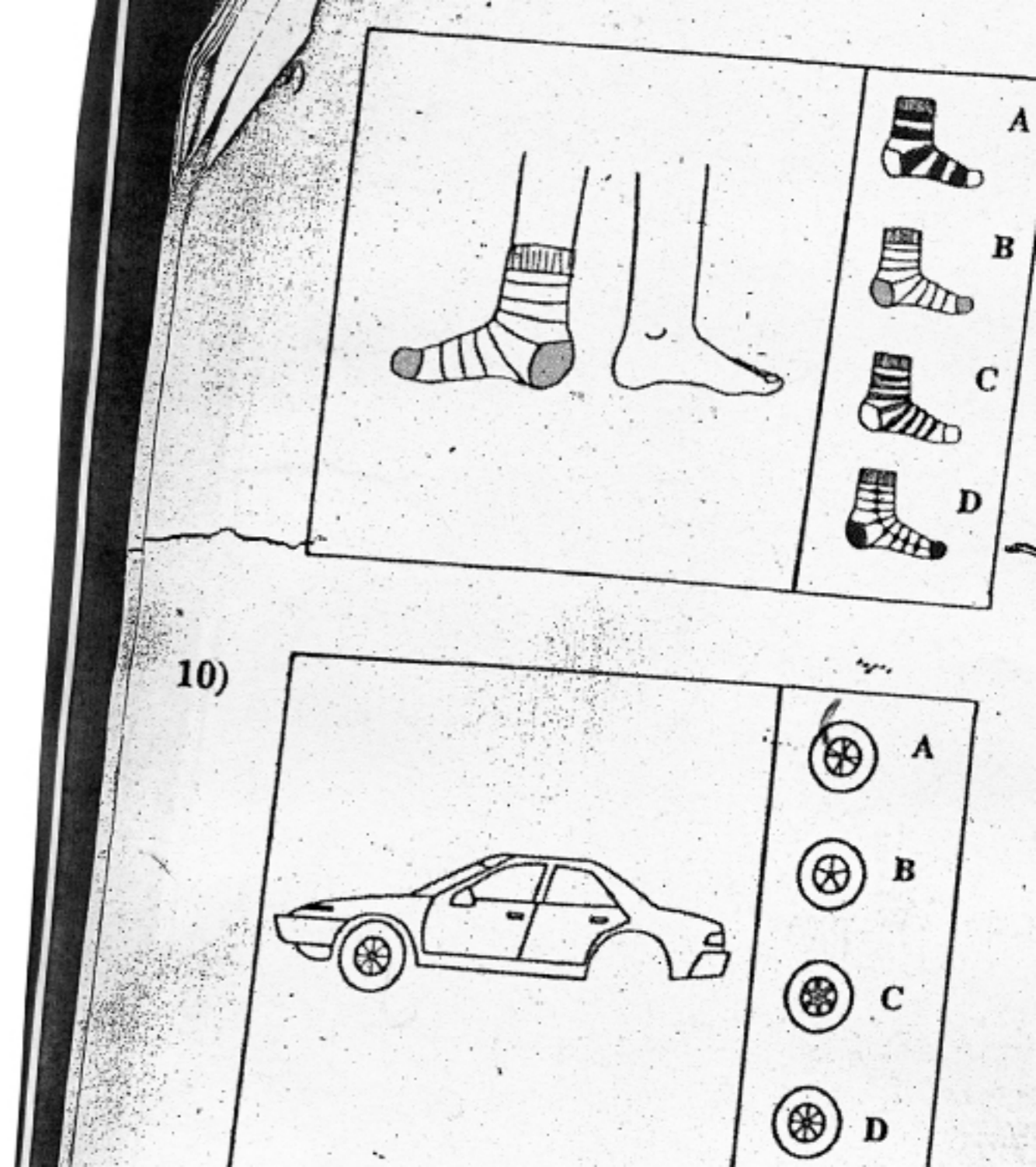


Create ideas that will work only for the brand you made them for.

There are two types of agencies in the world. The type that comes up with ideas and then tries to find a client to sell them to. And the type that finds clients and then comes up with ideas to help their brands grow.

We are the latter: a strategic, creative, relationship-building, problem-solving, brand-refreshing kind of agency. So we must always create ideas that will only work for the brand we made them for.

How do we know when we've done it? If you put your thumb over the logo, if you erased the branding from the experience, it could still only be for that one client.





Think ongoing experiences, not one-off projects.

We can create brilliant moments in time. But we prefer to create ongoing experiences—conversations that keep on going.

We aren't limited in where and how we make that happen. We don't worry about live versus online, because we know that what really matters is real. We love real.

Nor are we precious about how to make that happen. Sometimes we play alone. Sometimes we're part of a really deep bench, collaborating with ATL, PR, direct.

It's always about what's best to keep experiences ongoing over time and across audiences. Because the people our clients are talking to don't even notice the boundaries that agencies can get territorial about. To customers, it's one brand, one ongoing experience. All they care about is if it's great.

Ignore budgets, then ask yourself "If it was my money what would I do?"

We like money as much as the next guy, but in the long run we know we'll end up making more not by selling clients more of our stuff, but by helping our clients sell more of theirs.

Simple rule of thumb: spend our clients' money as if it were our own.





1+1=3

Measurement means creating things that work hard for the client's bottom line.

So measurement is not just getting out our rulers and our proprietary tools.

It's creating things that work hard for our clients' bottom lines first (then ours).
It's creating the smartest solutions that solve the trickiest problems for the least cost and with most impact.

The best solution is the most effective one, not the coolest or costliest one.
It's pleasure in the influence we have, not the stuff we make. Can we fix the problem, not just paper over the cracks? Then we should. Can we engage ten people to influence millions? Could \$1 change everything? Could a sticker change the world? Could the solution really be that simple? If it can be, then it should be. Every time.



Just 'cause we
win a pitch
doesn't mean
it's a winner.

So if we do all of these things right, we'll win a lot of business—right? But what makes us winners isn't just winning the pitch, or the shiny award (not that we don't love winning).

What makes us winners is delivering an end product that really does its job, that works, with results to prove it.

That's why we celebrate the thinking and the doing in equal measure. Great ideas and great outcomes.

That's why our clients should be the ones talking about how good our work is. It's what makes clients our best sales people.

And that's why we save the high fives 'til the results are in. That's what makes it a winner.

Love orange, but journey to the white space.

In the end, what it comes down to: we love what we do. And we love our brand—every orange bit of it.

But we're on a journey to the white space (something we've been doing since 1939).

The white space is where clients need us to go. Their questions always change. So should our answers.

Always innovating. Always creative. Some might say slightly paranoid. It keeps us on our toes, but the view from up here is better. We think you'll like it.





JACK MORTON

The
beginning...

jackmorton.com

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