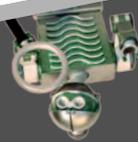
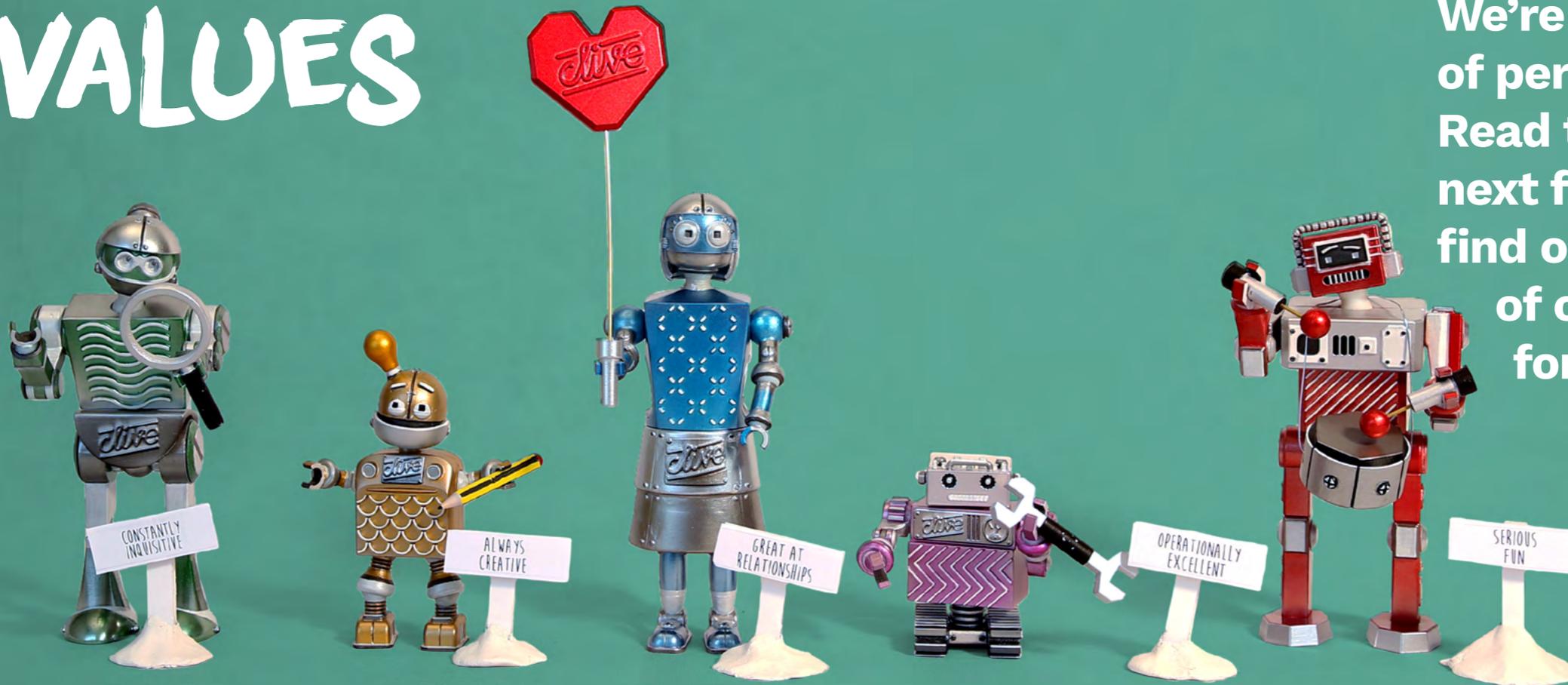


BEING

clive



OUR VALUES



We're a brand full of personality. Read through the next few pages to find out about each of our five values for 'being Clive'

CONSTANTLY INQUISITIVE



We should never be afraid to ask the important questions that help us truly understand our clients' needs - being constantly inquisitive is about carrying out the research that will give us insight into their businesses and an understanding of their audience. It's about doing more than just answering a brief; it's going above and beyond, being experts and setting ourselves apart.

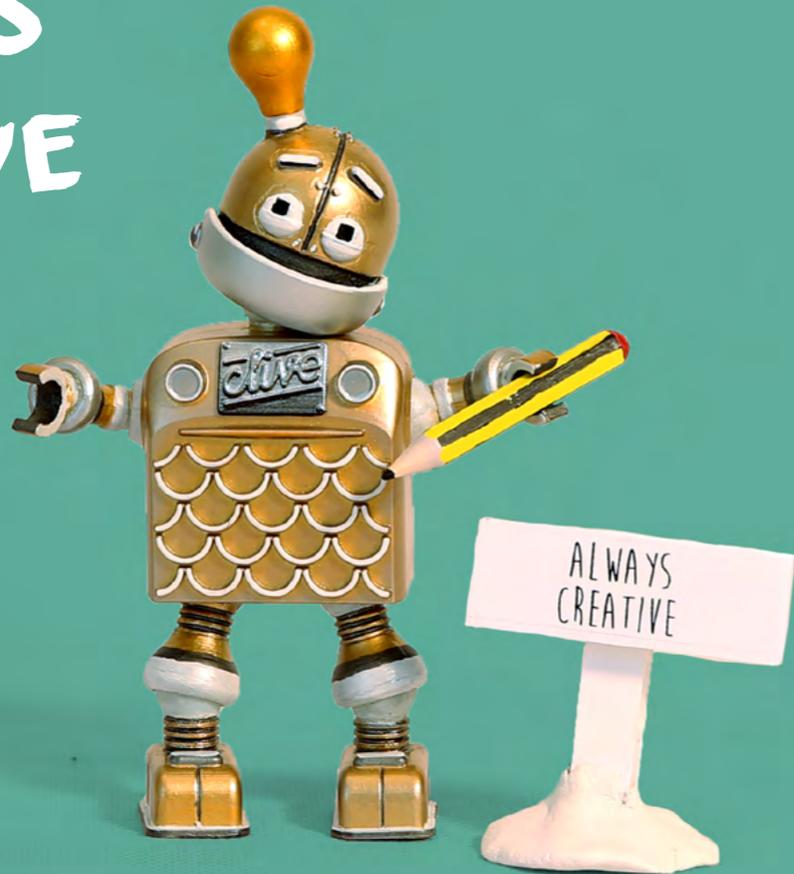
Internally, it's about knowing what each other are working on and asking how each

of us can add value and really make a difference.

It's about constantly sharing what we learn, what we see, what we imagine, whilst asking 'how can we use this?'

It's also about reviewing our work, our practises, and our results and asking how we can learn and get better every time.

ALWAYS CREATIVE



One of our biggest strengths as an agency is the creativity we can bring to a client's project - creativity from within our team and creativity that's at our fingertips through the group and our partners. Creativity is what makes us what we are and sets us apart from production houses, venue finders and logistics companies.

Yes we answer briefs and work towards budgets but by always providing 'just imagine' solutions we aim to do more than

meet objectives - we help our clients stand out.

Being always creative means suggesting unusual venues, 'state of the art' production techniques, engaging teasers and ultimately being brave enough to challenge the norm.

Internally, it's about being proud of our brand, our environment and what we do, as well as constantly looking for opportunities to innovate in everything we do.

OPERATIONALLY EXCELLENT



We're good at what we do and that's why clients come back to us. But that doesn't mean we can't get better. We should be constantly striving to hone our skills and extend our knowledge. It's about employing processes that enable us to deliver the most ambitious projects and creative plans, seamlessly and without fuss.

It's about meticulous attention to detail, 'plan Bs' and always asking 'What if?'

It's about setting deadlines, then meeting them and communicating clearly with our internal and external customers.

Operational Excellence is also about hard negotiation and thinking commercially – it's considering the implications of our supplier

and purchasing decisions for both our own projects and the business as a whole.

It involves considering the social and environmental implications of our decisions and our clients' decisions, it's striving to make 'Clive' a nicer character and seeking opportunities to make our clients look good.

Internally, it's about respecting procedures and making use of our systems, appreciating that these were created for a reason and that information is no good in our own heads alone.

Finally it's about staying ahead of the game; knowing the new venue openings, the who's who of the industry, what's on trend and how these trends could translate to our clients' live communications and events.



GREAT AT RELATIONSHIPS

We work in a people business where relationships are key to our success.

This is about acknowledging that people build relationships with other people and using techniques that make dealing with us memorable and personal.

We aim to be great at relationships because working with people that we trust and who trust us is much more enjoyable and ultimately our clients' projects become better and easier to deliver too.

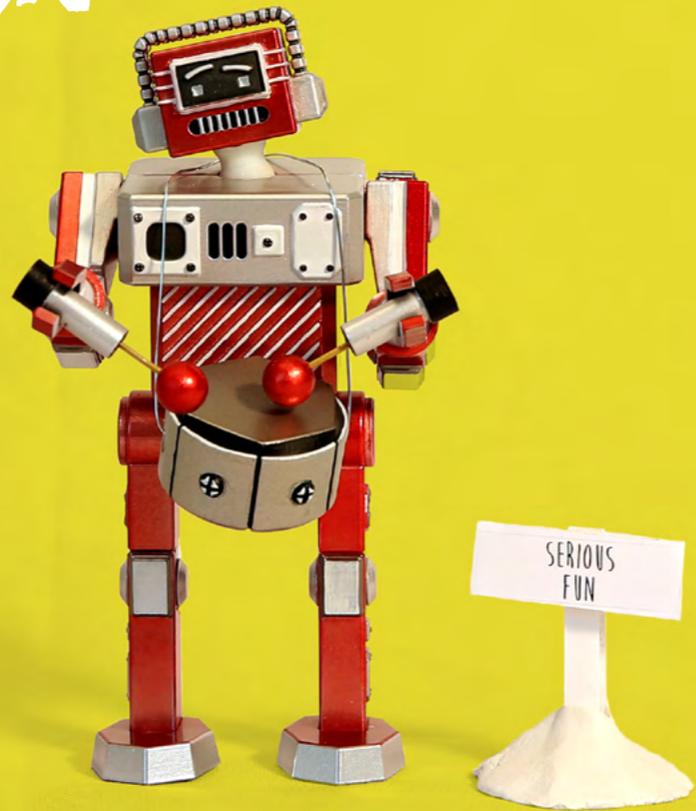
Business from an existing customer is ten times more cost effective to win than bringing a new client on board so it's about

approaching every decision knowing that we're in this for the long run.

It's also about building positive relationships with our group partners, knowing their strengths and actively promoting their products and services. It's about building trust with their teams and educating them on our skills, offering and accomplishments.

Internally it's about being 'in it together' and going above and beyond in supporting our colleagues. It's about a no-blame culture and knowing what we're all working on and 'Shouting Out' when we witness someone producing amazing work.

SERIOUS FUN



This is about enjoying what we do and making the journey enjoyable for our clients and their audience too.

Injecting a bit of fun into communication can make it more memorable and engaging. So it's about considering fun when devising solutions, but never losing sight of our clients' objectives.

Internally it's about not taking ourselves too seriously and making an effort to join in. We're not talking about being unprofessional

here, but letting our hair down occasionally and creating a positive environment and culture that's suited to our people.

Finally, it's about being personable and approachable when communicating with our clients and using the kind of language people use in everyday life. We are a young, fun agency and we should let it show.

Our customers will enjoy working with us if we enjoy what we do.

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