

## Philosophy

## WHAT WE BELIEVE

### DUNN

### Story

#### *That was then*

1998

Our idea was that an agency could be something more, something different and something better.

We started small – one visionary, one modest studio and one fierce creative team. We were hungry. One minute we were handling local and regional clients, then next we began pitching against the top West Coast agencies for National and International business — and winning prized accounts and prestigious projects along the way.

We grew fast. Really fast. We built our staff, we refined our business processes, we gained some excellent partners, we moved to a hot new space —the future looked bright.

Transitioned from agency to consultancy and from bricks and mortar to a more virtual model with small working studios in large metropolitan areas where our clients are located and the talent lives.

#### *This is now*

2009

All of our smart work paid off.

Today we're an esteemed brand-focused hybrid agency – part management consultancy, part design studio and part ideas boutique. We've continued to learn from our clients with each creative challenge we've undertaken. We're thrilled to have added some exceptionally talented new team members and partners. We've expanded our capabilities to deliver complete strategic, creative and media consulting solutions — advertising, brand work, design, display, environmental, direct and interactive.

Today, as we celebrate 10+ years as a premier brand-focused creative collective, our team of strategists, designers, writers, producers, photographers, technologists, artists, academics and thinkers has an enviable reputation for critical thinking, polished execution and a genuine concern for our clients' success.

### DUNN

### Difference

Think Big – or go home.

We think research is essential to understanding. So we work hard to educate ourselves on our clients' businesses and products. Because design can incite emotions and sustain attention, it is typically a major part of every engagement we take on. Also, since bigger isn't always better, we have intentionally kept our studio independent and small in order to preserve our working ethos and avoid the kind of bureaucracy that often clouds perceptions and stifles creative energy. We know that every application of a communication strategy – advertising, environmental signage, press releases, marketing collateral, or product design – must strengthen the brand in the customer's mind. And that's what gets us out of bed every morning – to create positive brand connections.

#### 01. *Insightful*

**Knowledge is the most fertile soil for germinating creativity.** Insightful research is understanding's prerequisite. To ensure the successful creation, re-positioning or revitalization of every client's brand and business, we begin with a thorough investigation of the company's business practices, people, culture, competitors, industry and, most importantly, its customers. Such rigorous and objective analysis is indispensable for identifying the key issues and challenges that inform our work.

## 02. *Creative*

**Brilliant design is essential in generating understanding, inciting emotions and sustaining attention.** That is why design is a major part of every project that we do. Design's vocabulary is both graphic and editorial, working in concert. Our goal is to compose and express ideas memorably in ways consistent with our client's desires, aspirations and objectives. And most importantly, from conception through execution, we strive to create original work that is without precedent.

We have an artistic sensitivity to design sensibility. Because we believe great design requires great restraint, we often take a more minimalist approach in our work, prompting design with a purpose through clarity and simplicity. Regardless of the medium in which we work, we emphasize concepts, sound thinking, and beauty as effective devices that add to the company's strategic competitive advantage in today's hyper-competitive environment.

## 03. *Independent*

**Independent consultancy.** We are intentionally independent and small in order to preserve our working ethos and avoid the kind of bureaucracy that often clouds perceptions and stifles creative energy. We only take on a very select and limited number of client engagements per year so that we have the time to fully immerse ourselves in the project at hand, attend to the smallest details and ultimately astonish our clients with what our team creates and delivers. Moreover, we even endeavor to design the nature of our projects by working with only the kind of forward-thinking people who demand the same standards of excellence in us that they expect for themselves.

## 04. *Collaborative*

**Creative cross-pollination and diversity of thinking.** Unlike most creative firms and professional service providers, we do not limit ourselves to our own thinking, nor do we focus exclusively on our own point-of-view. We realize there is much talent and know-how to draw on outside our own studio. Because every client has unique needs and special requirements, we draw upon the talent and expertise of many external partners, peers, academics, intellectuals and artists to assist in sharpening our perspectives and developing inspired ideas. We then execute as flawlessly as possible. Our people – both the core team and our extensive pool of outside collaborators – are what make it possible for us to consistently achieve superior results. This allows for creative cross-pollination of ideas – an idea whose time has come (back).

## 05. *Impartial*

**A discipline neutral approach** to solving clients' problems and broadening their opportunities. That means that we don't have any "favorite" strategy, tactic, media or discipline. Instead, we strive to be open-minded and use only those tools required by a specific client in a specific context. As was once said, "When your only tool is a hammer, everything tends to look like a nail."

## D U N N

## Philosophy

For me, the most important components of a successful working relationship are trust, respect and open communication. As in any productive relationship, it's critical that both parties trust one another and feel free to think and act boldly, take risks, make the occasional mistake and always strive to produce brilliant work that matters. I know that my clients are experts at what they do, and I expect them to know that I am as well. I respect my clients' opinions, and expect them to trust me enough to challenge assumptions, notions and preconceptions whenever it might be necessary in order to further the work. My philosophy is that this kind of openness and trust is what leads to the creation of something that will make a difference.

### *Here is what you can expect from D U N N*

... that we prefer the discipline of knowledge to the anarchy of ignorance.

... that we will strive to understand you.

... that we will tell you what I feel you might need to hear, not merely what you want to hear.

... that design is always a crucial part of every project that we undertake.

... that the recommendations we make to our clients are the same recommendations we would make if we owned their business, without imposing our own short-term personal interests or biases.

... that we will honor my promises.

... that we love talent and know where to find it.

... that we will make a difference for you, your company and your business.

### ***Here is what we expect from you***

... that you will give us the benefit of your experience.

... that you will hear us out, even if you do not agree with us.

... that you will give us clear direction and responsive feedback.

... that you will honor your financial obligations.

... that you will give us access to *everyone* in your organization – from the CEO to the receptionist.

... that working with you will make a difference for us, our firm and our business.

### ***A few things we know***

... that you cannot replace excellence with expedience.

... that the people who are your clients or customers (I deplore the word “consumer”) are much smarter than most business, advertising and marketing professionals think they are.

... that solid information and real benefits are much more persuasive than slogans, hyperbole and vapid adjectives.

... that while you cannot tell people what to think, you can persuade them what to think about.

... that every communication – an ad, a building’s lobby, a press release, a letter, an annual report, a product design – must contribute in some positive way to the brand in your customer’s mind.

... that research is essential to understanding.

... that while one should always respect experience, they should bow down to imagination.

... that there is no rote formula for inspiring great ideas.

... that a product, brand or company without a personality is very much like a person without a personality. Enough said.

... that the only rule that works every time is the rule that *no* rule works every time.

... that if you reach out to a prospective client or customer once, it pays to reach out to them again, and again, and ...

... that not only must you be creative in crafting your message, but you must also be creative in delivering it.

... that many well known designers, advertising pros, management gurus and marketing professionals are full of shit.

... that it is wise to be uncompromising about the partners you take aboard, because once on board, they can wreak havoc.

... that brilliant design, great art, architecture and inspired creative evoke emotion; and, emotion is what moves people.

**D U N N**

888 224-0304

[www.dunnbrand.com](http://www.dunnbrand.com)