

Manifesto

- 1

Purpose First

We believe each of us was created with a purpose, and your project should be too. You should have a clearly defined goal for your project-- so after much effort you will know when your goal has been achieved.
 - 2

Value > Cost

Our services are an investment, not a cost. Before we begin any project with you, we'll discuss the impact it could have on your bottom line. We'll only work on your project if we both agree it will provide more value to your company than it costs. If not, you're better off investing money in something else.
 - 3

Fun Process – Serious Results

We are very serious about the quality and effectiveness of the work we do, but our process is both creative and fun. We take pride in having fun while we learn.
 - 4

We are smarter than me

The key to great results is generating lots of ideas to choose from. We use collaborative brainstorming techniques to get tons of ideas from your team and ours. Then we determine which ideas have the best chance of success and determine how we can measure their effectiveness.
 - 5

Trust the expert

You are the expert on your market and your customers, but you've come to us because we are the experts on how to use technology to communicate with your audience. To create a project built on purpose, we each need to listen to and trust the expert in their areas.
 - 6

The customer is always right

You've heard the phrase before, but it's your customer we are talking about. We practice customer-centered solutions and believe the best way to serve your business objectives is to focus on your customers' wants and needs, thereby creating an experience they will love.
 - 7

Ideas are valuable

Many agencies can execute. They know how to build a website. We believe our greatest value is knowing what to build and why. Great ideas that are focused on results are what we provide. We believe that our ideas are valuable, so we charge for them.
 - 8

Holistic approach

The experience your customer has as they interact with your company is more than just the project we are working on. By thoroughly understanding your barriers, business goals and audience we create holistic solutions and strategies that get you to your goals and beyond.
 - 9

Function > Form

We don't just make things websites. We start with purpose, define what success looks like and generate ideas that are focused on results. Only then do we concentrate on aesthetics. We believe Steve Jobs was right when he said, "design is the way the thing works." A pretty car that won't move is just an expensive lawn ornament.
-