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**ROBERT TAYLOR MEDIA VISION, MISSION AND CORE VALUE STATEMENT**

VISION:

To be Africa’s leading Creative Communications Agency delivering result-oriented brand communications campaigns that empower our clients to become advocates in building strong and positive relationships with their audience, communities and stakeholders.

To be a reputable communications agency that is innovative and integrates persuasive strategies and tactics in all of our services, providing clients with a level of excellence that surpasses their highest expectations.

MISSION:

To offer our clients top-quality, innovative and effective Communications solutions while leveraging on our vast wealth of knowledge, experience, relationships and superior industry knowledge, to impact our clients’ business communications objectives.

To continue to build a company culture that encourages and rewards creativity, teamwork, insight and self-development.

**CORE VALUES:** Our core values includes

* Relationships
* Integrity
* Services
* Passion
* Technology
* Talent

Our Values defined

* Relationships: We are committed to developing long-term relationships with our clients and building confidence and trust such that our clients will work with us in fulfilling their leadership positions in their various industries.
* Passion: We are extremely passionate about the industries and clients we serve and our clients' marketing and communications to their stake holders, governments and publics.
* Talent. We employ only highly talented individuals who deliver superior client service levels and industry-leading marketing and communications capabilities.
* Service. We provide the highest level of service, surpassing client expectations on every level. We assemble a project team based on the skills and backgrounds required to bring success to a particular campaign. Our employees are focused on giving our clients their complete attention and commitment.
* Partnership and Strategic Counsel. We promote a collaborative partnership with our clients and view ourselves as an integral extension of their business. We become a valued source of informal advice on a variety of issues.
* Technology. We are committed to the idea that technology is the key to taking the lead in our fast-changing economic environment and we aggressively leverage technology internally to provide streamlined processes and highly dependable solutions for our clients.
* Integrity. We insist on honesty and fairness as the guides through which all of our actions must be measured. We place great importance on ethics, conduct and standards.
* Opportunity. We believe that the ability to see opportunity for our clients and help them seize it. This is the cornerstone of our services and is central to the solutions we provide.
* Continuous Improvement. We work hard at being the best, we articulate how we want to work with one another, we constantly work to perfect the model and we reinforce behaviors that lead to top performance.