

# BUSINESS UPDATE

September

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SEPTEMBER 2025 BDMC ACTIVITY

Decisions  
Pending



GRIFOLS

RFP / Shortlist



LATHAM &  
WATKINS LLP



RFI Phase



Michaels

Explore

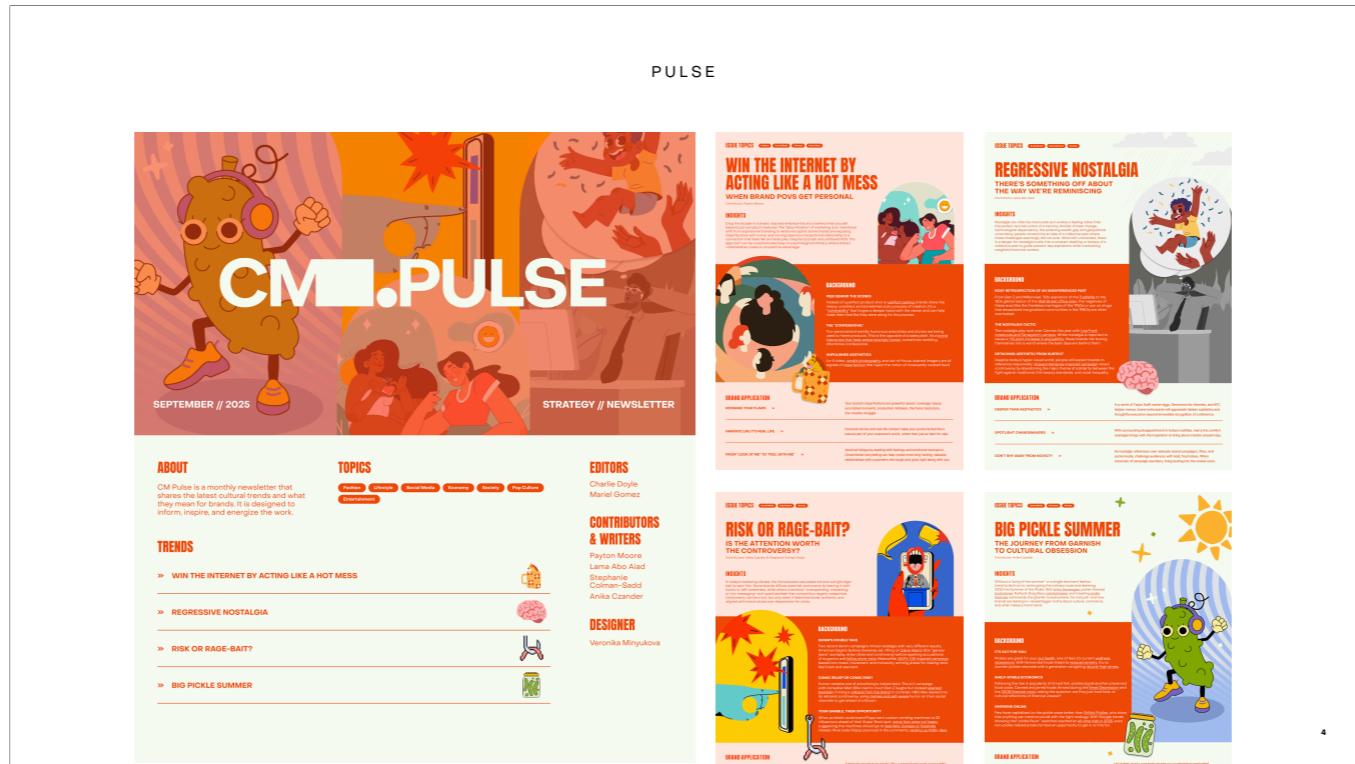


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# Creativepool AGENCY OF THE YEAR



Creativepool named us Agency of the Year!!



Big shout out to the team behind CM Pulse. The strategy monthly newsletter that shares the latest cultural trends and what they mean for brands. It is designed to inform, inspire, and energize the work.

They have over 14,000 subscribers on LinkedIn. Check them out and subscribe!



# CM NARRATIVE

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This is a very quick recap of the Narrative and more will be coming next month.



What we stand for

**HONEST  
INSPIRED  
DRIVEN  
PURPOSEFUL  
REAL  
EQUAL**

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These are our values and what we stand for.

## Who we are

Consumer  
first

Experimenters  
& innovators

Creative  
to the core

Performance  
specialists

Brand experience  
orchestrators

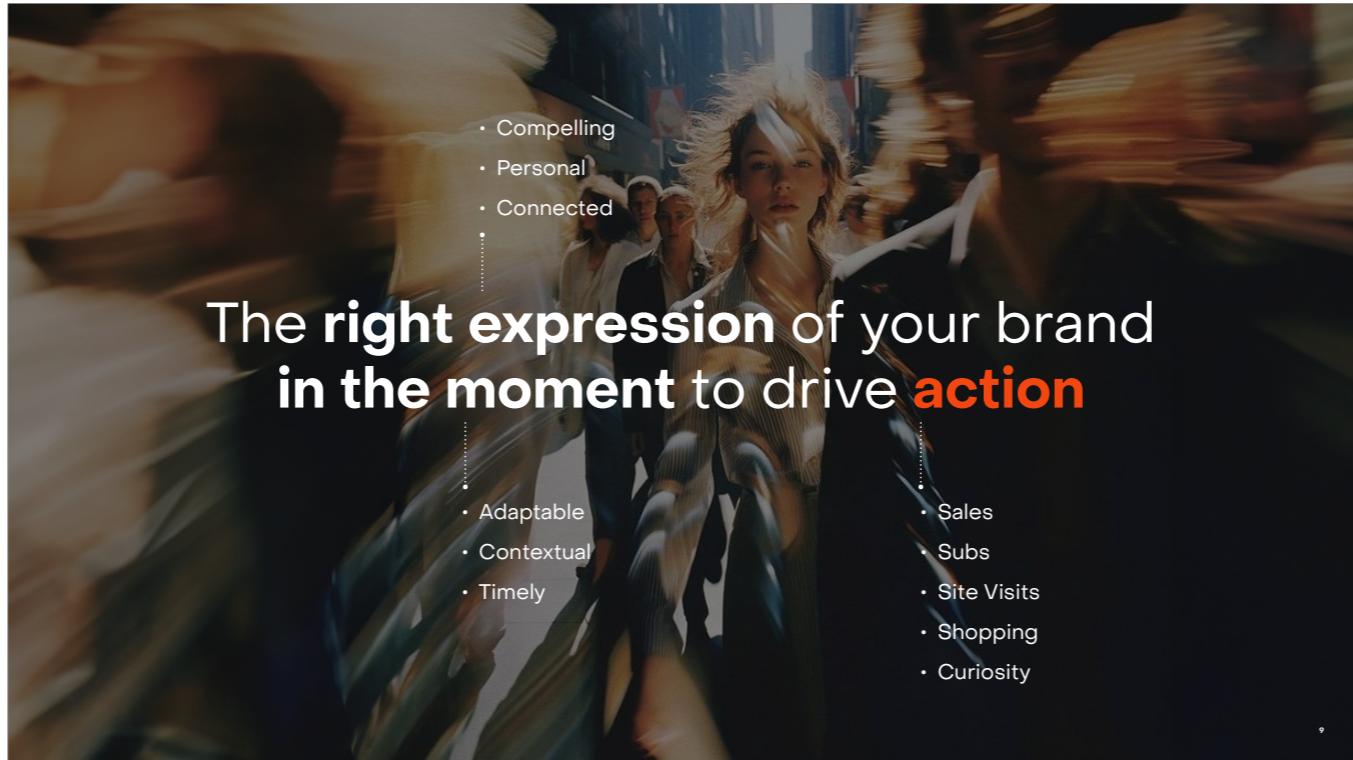
This is who we are. We're: consumer first, experimenters & innovators, creative to the core, performance specialists, and brand experience orchestrators.



**Customers are expecting standout experiences in every **touchpoint**.**

Today's brands drive growth through connected ecosystems.

Customers are expecting standout experiences in every touchpoint. Today's brands drive growth through connected ecosystems.



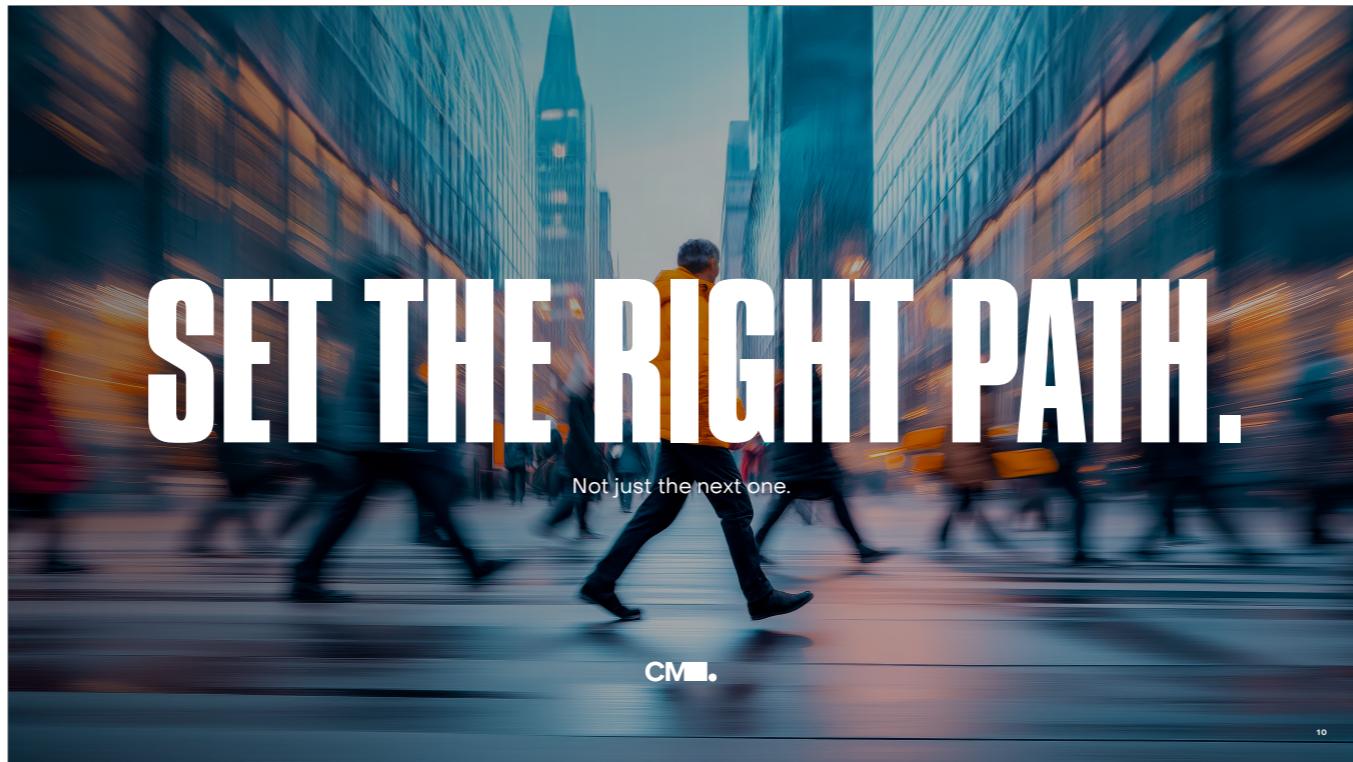
- Compelling
- Personal
- Connected
- ...

The **right expression** of your brand  
**in the moment** to drive **action**

- Adaptable
- Contextual
- Timely

- Sales
- Subs
- Site Visits
- Shopping
- Curiosity

The right expression of your brand in the moment to drive action.



Our work is to set the right path. Not just the next one.



Next step will be the training coming up in your next Discipline All Hands. There will be a full review of all materials, how to use them, where to find them, and a Q+A.

# **ENGAGEMENT & INCLUSION SURVEY**



Our annual survey is open. Your feedback is important and we always want to hear what you have to say and how you feel.



# YOUR VOICE YOUR AGENCY

## CM Narrative

Who are we and how does your work feed into the whole.

## Communication

**Business Updates:** Monthly  
**Financial Forecast:** Quarterly  
**CM News:** Refresh  
**HRBP Roundtables:** In-person feedback  
**Local Sharepoints:** Coming soon!

## In - Office

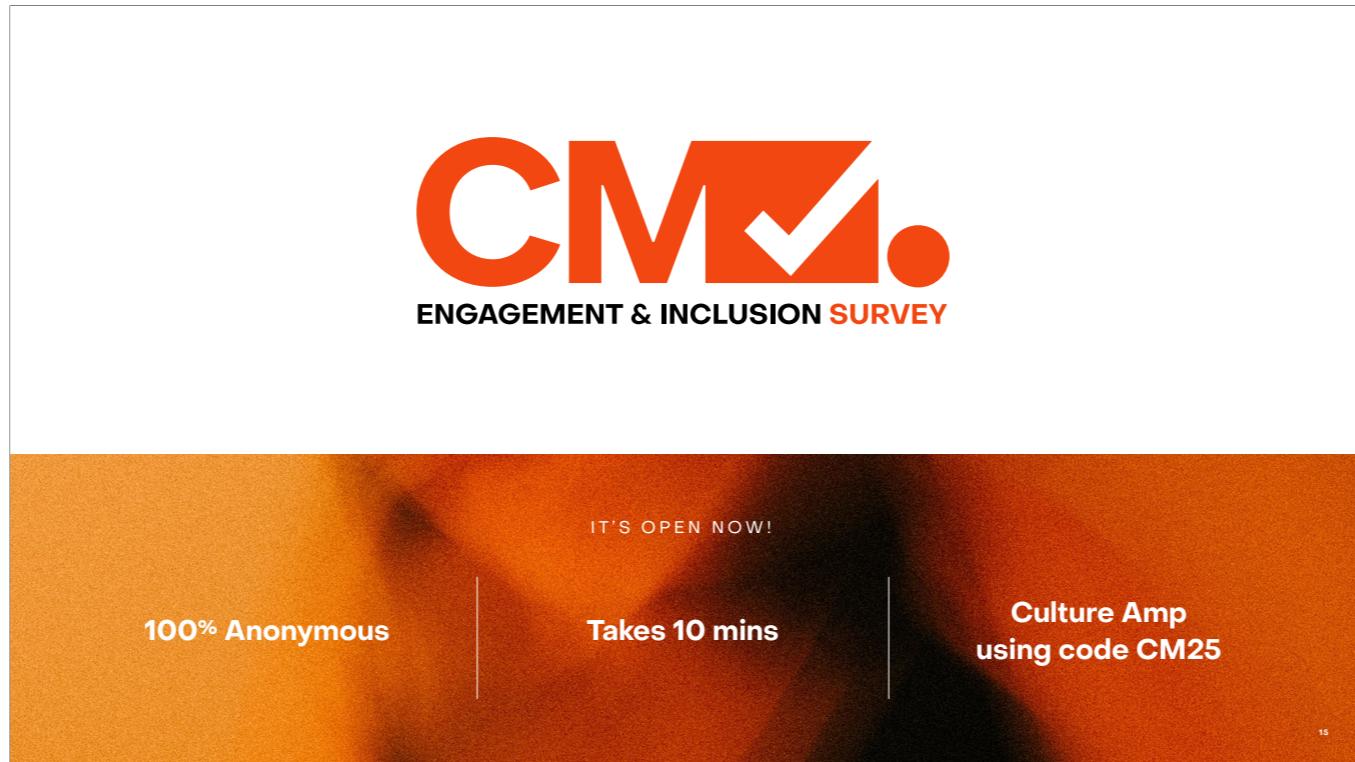
**4 days to 3 days:** Adjusting our policy.  
**Functionality audits:** in-office improvements  
**Social Clubs:** Continued support

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Last year, you spoke up—and real change happened. Your feedback focused on Narrative, Communication, and the in-office experience.

You asked how your work fits into the bigger picture, so we shared the CM Narrative. We've started sharing business updates more regularly, refreshed CM News, and launched HRBP Roundtables for in-person feedback. The Comms & Culture team is also building local SharePoints to make info easier to find.

And remember the shift from four days in office to three? That was because of you. We've also improved office functionality and continue to support our Social Clubs—all thanks to your input.



It's 100% anonymous. It only takes 10 minutes. Take the survey on Culture Amp and use code CM25.

Thank you!

