

Slate YOUR NAME, then THE AGENCY ONLINE, then record the script below

She should sound friendly, knowledgeable, and welcoming. Her voice should be warm and in the middle to deep range.

SCRIPT:

We're frogs.

Frogs are adaptable, nimble, tenacious.

Frogs are observers. We look at the world around us, strategize, then make big moves.

At Strawberryfrog we believe in the power of why.

Why you do what you do is more important than how you do what you do. This is true of our clients and ourselves. We do what we do because we believe in the power of cultural movements. They're more than just an ad campaign.

They harnesses an idea—a moment—a motivation that exists in today's culture.

And they challenges people to change their minds—their behaviors—their perceptions.

We don't make advertising. We make change.

When European Wax Center needed to create a unified brand identity we took stock of the culture surrounding waxing. We found an untapped market between high end spas and cheap salons where their business could flourish, and changed the conversation from removing unwanted hair to revealing beautiful skin.

When the relatively tame underwear brand Jockey for Women wanted to pump up their glamor we had celebrity stylist Rachel Zoe show them that every sultry ensemble starts with a foundation of Clean Lines.

When a small Japanese sneaker company wanted to reintroduce their brand to the world we revived the iconic look of Onitsuka Tiger and reminded the world that they're not just made in Japan, they made of Japan.

We're not afraid to turn that strategic eye inwards either. Because we value the incredible perspective of mothers we reformatted our workweek to ensure that our employees are able to achieve the work life balance that they and their families deserve.

We're frogs.

We're agile, aware, flexible.

Since 1999 we've been pushing the limits of what ad agencies and advertising can do.

In a world of dinosaurs it's good to be a frog.