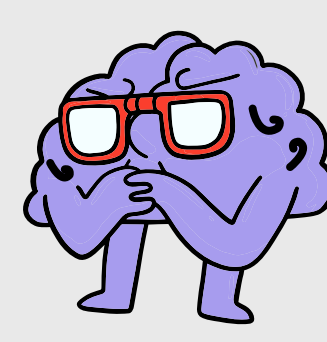
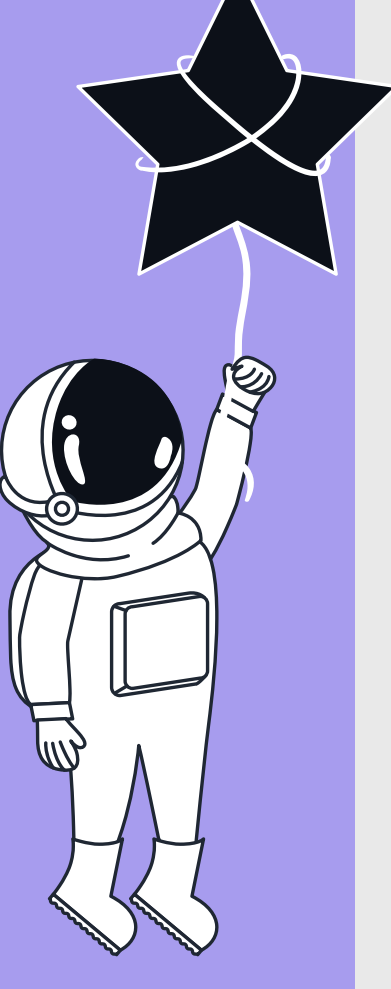


# MATTER OF FAQ'S

We are big agency refugees, corporate career renegades and wear-all-the-hats entrepreneurs. We have come together to reimagine what it means to help clients grow their businesses. Because we are indifference fighters, we embrace our differences.



01



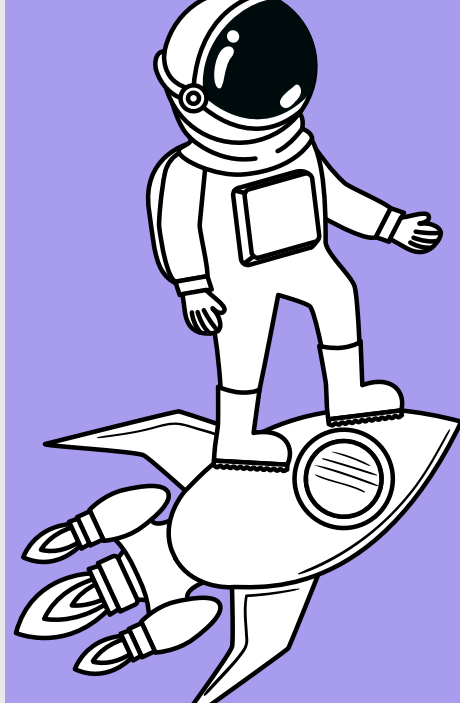
WHO WE ARE

**CREATIVE  
THINKERS,  
INNOVATORS  
AND DOERS**

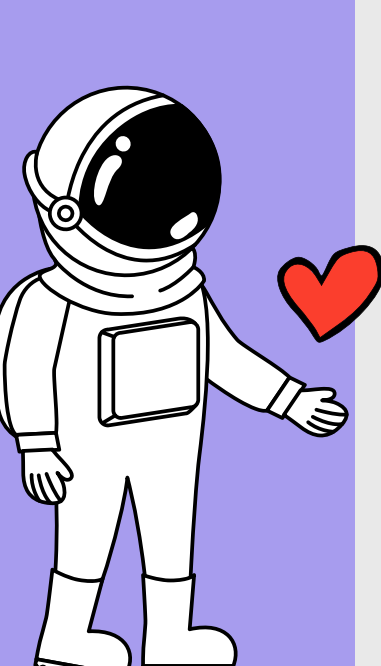
WHAT WE ARE

**A GROWTH  
COMPANY.**

02



03



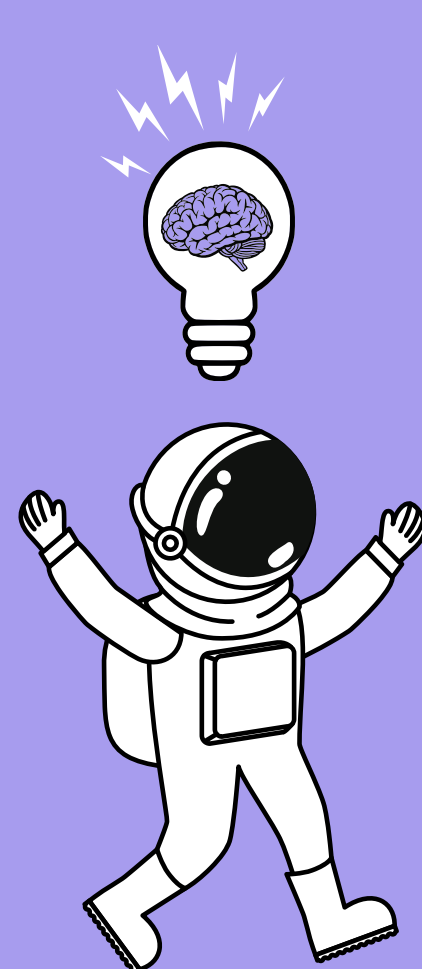
WHY WE EXIST

**TO HELP  
COMPANIES  
BEAT  
INDIFFERENCE**

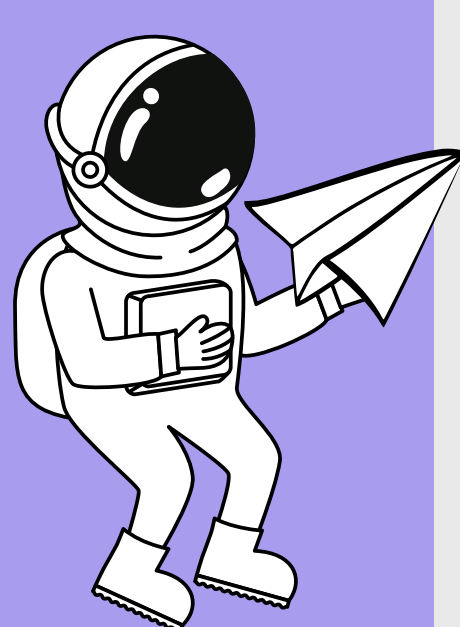
HOW WE DO IT

**WE COMBINE  
INNOVATION AND  
ADVERTISING TO  
ACCELERATE  
GROWTH.**

04



05



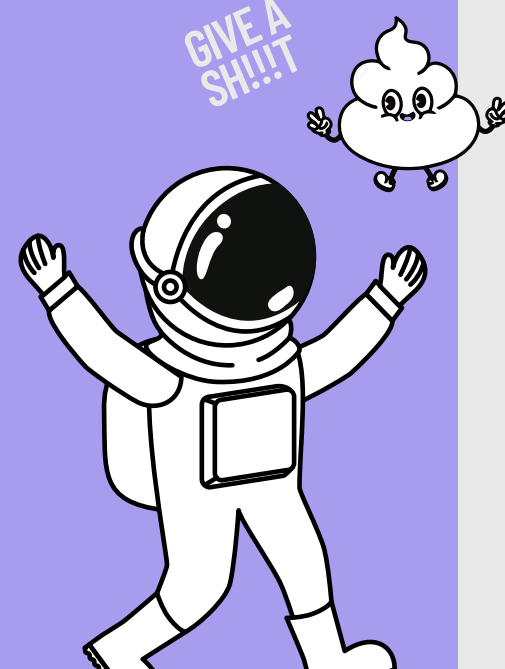
WHAT WE BELIEVE

**TO BEAT  
INDIFFERENCE,  
YOU MUST BE  
DIFFERENT**

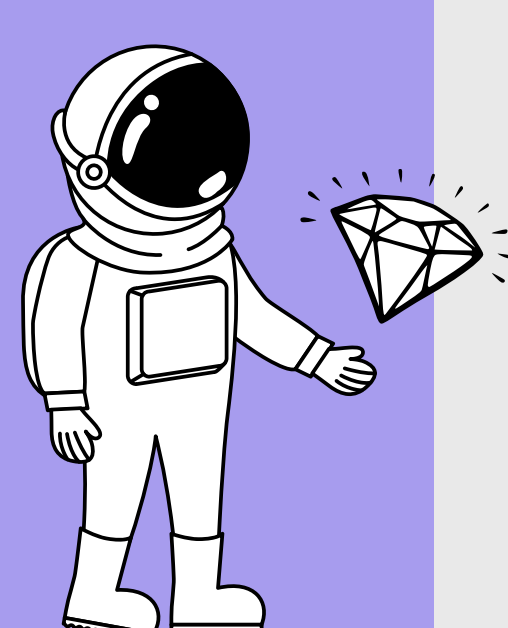
OUR SLOGAN

**GIVE A SHIT**

06



07



OUR VALUES

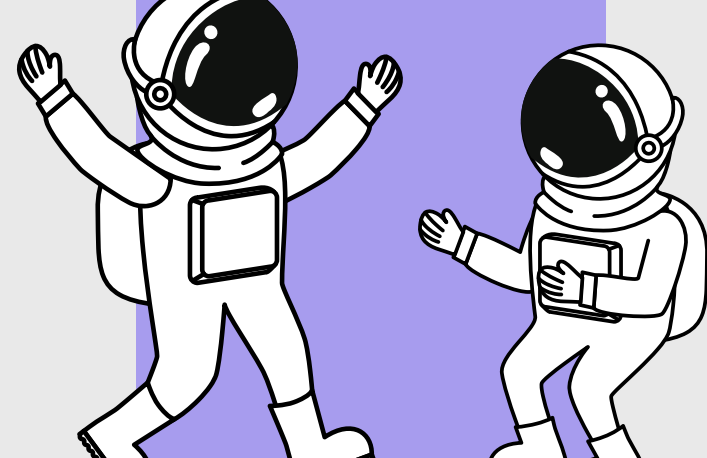
**1. GIVE A SHIT  
2. BE RELIABLE  
3. GET BETTER  
4. ACT W/  
INTEGRITY  
5. HARMONIZE**

CULTIVATE WORK-LIFE HARMONY

HOW MANY OF US ARE THERE?

**103 AND  
COUNTING**

08



09



WHERE ARE WE LOCATED?

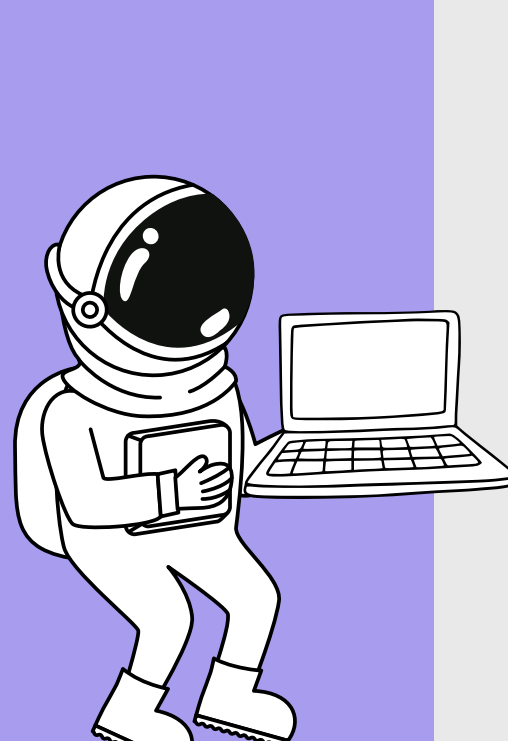
**WE HAVE  
OFFICES IN  
WINSTON AND  
SALEM.**

JUST KIDDING: WINSTON SALEM, NC

HOW OLD ARE WE?

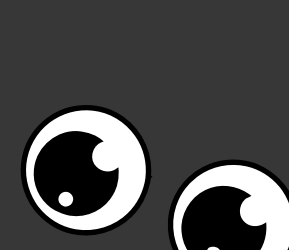
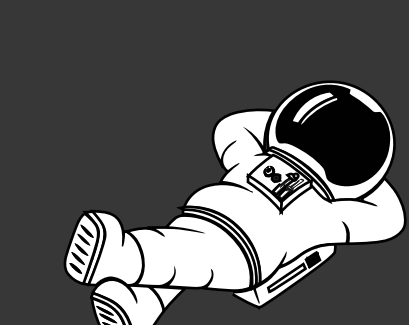
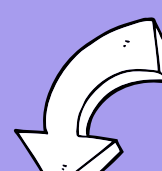
**WE HAVE BEEN  
IN BUSINESS  
FOR OVER 11  
YEARS.**

10



ANY OTHER QUESTIONS?

**Get in touch**



**WE COLLABORATE WITH  
AMBITIOUS BRANDS AND PEOPLE**

We'd love to build something together.  
To get started contact Courtney Lewis at

[CLEWIS@THEVARIABLE.COM](mailto:CLEWIS@THEVARIABLE.COM)

