

DRIVEN MEDIA: MINI-MANIFESTO

If you're reading this, we're interested in working with you. Or interested in you working with us. Employer, employee, contractor, team member, client, customer: whoever you are: the following 363 words are the white between our lines.

SIMPLE. We seek simplicity in everything. That is all.

CLEVER. We think differently. We conspire to create stories which compel thought, resulting in memorable moments leading to action. We tell smart stories.

BOLD. Where others walk, we fly. We fly in the face of convention, and sometimes our own advice. Our boldness asks questions. We embrace adventure, exploration, challenge and discovery. Our best stories are not safe. We're brave enough to admit when we're wrong, and to lay down the smack when we're right.

THE CRACK. There are two ways of doing it. There's doing it, or, having fun and doing it. If you're still not sure how we like to do it, we probably shouldn't be doing it together. We offer the wise crack. The knowing wink. The smart bits. The stuff that demonstrates we not only know a story; but that we know how to tell it so it will be heard, and retold. The crack is the magic that moves mouth's corners upwards. If we can do this, we can do much.

SOPHISTICATED. We possess style, poise, finesse, attention to detail, attention to detail and attention. To detail. Our sophistication is revealed through our dissatisfaction with stories of the ordinary, and our passion for the extraordinary. We're refined, and confident. Some might call that 'cool.' We're OK with that.

WORTH. We're worth it. We take good stories and make them great. We give them great value, and get great results. We demonstrate our worth, and work with those who demonstrate our worth to them. We're proud of that.

RELATIONSHIPS. Our relationships are long-term and ongoing. We are not footnotes and appendices. We're the white between the lines: the necessary and the unseen. We're a team. We ask questions, and listen, listen, listen. We communicate honestly and boldly; and anticipate the same. Our success relates directly to your success.

AUTHENTIC. We're trustworthy and transparent. Our stories are real and as a result, compelling. We work with those who share our values. And speaking of values... These are ours. Thanks for looking at them. If you share them, then look at us. We're looking for you!