



CREATIVE PLEDGE

MADE BY GIANTS®

OUR CREATIVE PLEDGE TO OUR PARTNERS AND TO THE WORLD:
MADE BY GIANTS WILL ALWAYS GIVE YOU GIANT CREATIVE IDEAS.

We've often said, mostly to ourselves, that every partner deserves an original creative idea.

But wait a minute: "Why on earth are we making this promise to ourselves? Why not make this creative pledge to our partners?"

In fact, giant creative ideas are so important to us, we've put it at the heart of our own brand ambition: To be the most creative tech agency on the planet.

Let's get this out there and let's do it now. We promise to...

1. Never come up with generic, recycled or copy-cat ideas. We don't want our partners to say "Haven't I seen that idea before somewhere?"
2. Make our creative ideas work in an integrated way.
3. Give you giant ideas that will make a measurable business impact – stimulating growth, building communities and generating leads.
4. Bring creative ideas to every meeting.
5. Make all our creative ideas strategic – not tactical.
6. Make sure all of our creative ideas are grounded in a core brand truth, brand purpose or brand insight.
7. Include you in our creative journey, for example ideation workshops.
8. Blow your socks off with our giant creative ideas, and make you stand out from the crowd.
9. Give you permission to say "we don't like it"
10. Make you think "I wish we'd thought of that".

That's all well and good you might say, but how do I know Made By Giants will deliver on their Creative Pledge?



Well, here are some giant proof-points that came up when we chatted to our partners, and this is the kind of thing they say:

1. For a recent brand strategy, renaming and new brand identity, our partner at ActiveViam said “Following the rebrand we have seen a 25% year-on-year business growth”.
2. For a recent social media campaign, after seeing our initial concepts, our partner at Three Rings said “Made By Giants are smart people with lots of creative ideas”.
3. Commenting on our work to create a new brand strategy, name and visual identity, our partner at Mercio said “Made By Giants are very creative, and their ideas are future-looking. The work they are doing will help us to have a brand that will make a difference in the market. That means something that I haven’t seen elsewhere”.
4. For a new concept for a new social media awareness campaign, our partner at Augury said “We have been struggling for months to encapsulate the big idea you have just shown us. It really moves us. We LOVE this idea”.