



# PARTNER PLEDGE

MADE BY GIANTS®

## OUR GIANT PLEDGE TO OUR PARTNERS AND OUR PARTNERS' PLEDGE TO THE GIANTS

A pledge is defined as a solemn promise or undertaking.  
So what's ours? Well...

...we're unlike other agencies. Because at Made By Giants, we have "partners", not "clients". Historically, the "client-agency" relationship has been transactional. The client asks for something, the agency delivers something.

A partnership is different. Partners are more honest with each other about what's bothering them, and are more collaborative in their approach to delivering something. Agencies won't get anywhere without their "clients", so why not call them partners? After all, they are invested in the work, they care about the work, and they (more than most) understand how their business can create tangible value with the work.

**So here's our solemn promise to our partners. But we want our partners to also commit to this, because after all, a partnership goes two ways. Here's our pledge:**

- › To call you a "partner" not a "client"
- › To get to know you as individuals and as one
- › To make you feel like a part of our team
- › To be honest with you
- › To communicate with you in the way you want to be communicated with
- › To be your brand ambassadors and live and breathe your brand
- › To bring ideas to every meeting
- › To inject ridiculous amounts of creativity into our collaboration
- › To make you laugh if we hit a road bump
- › To chat about our collaboration regularly
- › To reach the KPIs we need to reach
- › To give you tea and biscuits in every meeting