

BE RE MARK ABLE



SULLIVAN HIGDON & SINK

IN A NUTSHELL:

SULLIVAN HIGDON & SINK

Sullivan Higdon & Sink helps brands stand out from the flock through integrated brand experiences conceived and executed by collaborative multidisciplined teams. Focus areas include food, marketing to men, aerospace and big brand start-ups.

140
total employees

\$126M
in billings

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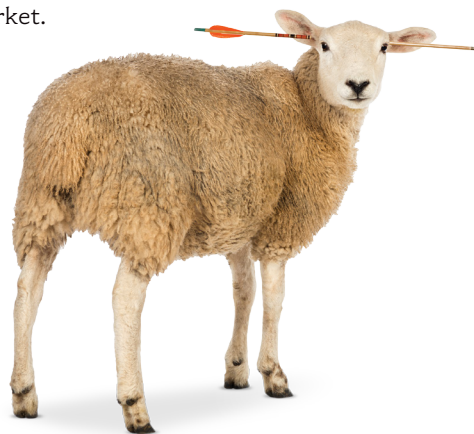
Ali Mahaffy, Co-CEO
John January, Co-CEO

WHAT IS SHS' UNIQUE SELLING PROPOSITION?

Unlike 99 percent of the agencies in this country, SHS does not have traditional "departments." More than a decade ago, we blew up the borders that defined traditional agency departments and replaced them with integrated multidisciplined teams. We put strategists, creatives, technologists, media whizzes and PR professionals side-by-side (literally and figuratively) to collaborate on your business. The result is thinking that's integrated from the very start and ideas that are big enough to span traditional, digital, social and invented channels.

WHY DO YOU HATE SHEEP, AGAIN?

The people of Sullivan Higdon & Sink hate sheep because they remind us of marketing that follows instead of leads. Strategies that should be put out to pasture in today's marketing multiverse. And docile ideas that inherently blend in. Today, an audience can not only ignore what a brand has to say but opt out of interacting with it altogether. This is true no matter to whom you market. And so, many brands fade into a bleating flock of competitors, indistinguishable and mostly ignored. Sheep are bad for business. That's why we hate 'em. And that's why SHS has been built from the ground up to think beyond the borders of traditional marketing solutions for ideas that stand out from the flock.



WHY SHS?



A LITTLE HISTORY, PLEASE.

Sullivan Higdon & Sink (our friends call us SHS) was founded in 1971 by an ad guy (Wendell Sullivan) and a PR guy (Al Higdon) at a point in time when advertising and public relations people didn't speak to each other, let alone open a business together. But Al and Wendell had this crazy idea that clients could benefit from an integrated approach. It's an approach that has guided our business, and elevated our clients' brands, ever since. Today, with more than 40 years under our collective belt, SHS is a fiercely independent, full-service, integrated marketing agency. Ownership of the firm is through an ESOP plan. Two managing partners and the co-CEOs oversee the direction and development of the agency.

THE BORDERLESS BRANDING™ PROCESS.

Borderless Branding™ is about finding the precise time and place to connect with your audience in new and engaging ways that may or may not be "ads." For example, Shatto Milk connects with its audience only through our messages on its packaging. We deliver it through a well-defined process that's executed by our integrated, multidisciplinary teams.

PEOPLE LET US INTO CLUBS. SOMETIMES.

AMIN: SHS is part of an alliance of independent advertising agencies that shares resources, expertise and buying power. This network of affiliated agencies effectively provides SHS and our clients with "branch offices" in 37 cities in North America as well as 15 independent agencies in Europe and the Pacific Rim. Total billings for the Advertising and Marketing International Network totaled approximately \$2.3 billion in 2012.

AAAA: SHS is a member in good standing of the American Association of Advertising Agencies (AAAA). Founded in 1917, the American Association of Advertising Agencies is the national trade association representing the advertising agency business in the United States. And they don't let just anybody in, you know.

Other associations include: AAF, PRSA, AIGA, BMA, AMA, NAMA, National Press Club, Wings Club of New York (we could go on and on).

FINAL WORD

If you're considering changes or additions to your agency roster, SHS is ready to prove that our unique structure, borderless approach and burning hatred for sheep can do great things for your brand. Blue chip clients who could work with any agency in the country choose to work with SHS because they want to stand out from the flock. Our work is integrated from the start. Our collaborative style and sparkling personalities make taking on any challenge a little more fun. And the results we deliver make CEOs and Boards of Directors very happy. No, SHS is not the right agency for every brand. But maybe, just maybe, we're the right agency for you. Let's find out. Make the bold/gutsy/daring decision to make your brand truly remarkable. Whether it's a new agency engagement or an important project that needs some extra oomph, we'd relish the chance to help you learn to love hating sheep.

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FINAL WORD

Like many companies, we have a set of values that guides our culture and drives our decision-making. Every SHSer is introduced to the “7 Ways to Slay Sheep” on his or her first day of employment, but what they probably don’t realize is that we first consider these seven ways as we bring candidates in to interview with our teams. So, if you really want to understand our culture and how we recruit, select and immerse SHSers in that culture, you may find the “7 Ways to Slay Sheep” interesting reading.

Be collaborative:

We believe that great thinking is honed and perfected when it is shared, critiqued and built upon by other invested minds. We believe in collaboration with each other. We believe in collaboration with our clients, too. Our currency is ideas. And we believe the best ones should win. That said, it’s important to note that collaboration does not mean decision by committee. Nor does it mean “Invite the whole team to the meeting!”

How to live it:

- You don’t share too early. But you don’t share too late.
- You are open to entirely new takes, spins or builds.
- You honor the best idea, not your ego.
- You do not confuse collaboration with analysis paralysis.
- You understand who ultimately owns and is responsible for the idea at hand.
- You understand when it’s time to stop taking input and do what you think is best.

Be impeccable:

It’s your job to help SHS be remarkable. Part of that is conducting yourself in a manner that helps you and others do the best job possible. This includes being absolutely impeccable when it comes to our client interactions, our process, our office environment and the general cut of our jib. Think about it this way: How would you feel if a doctor said, “I’m sorry, what are we operating on again?” Would you trust a disheveled lawyer with a bunch of typos in the papers she’s asking you to sign? Or an architect who looked at a phone the whole time you were passionately describing your dream home? Not acceptable, right? Right.

How to live it:

- You do not take deadlines lightly.
- You have a clear agenda and purpose for any meeting you call.
- You are prompt and present in the here and now for every meeting you attend.
- You do not bring any electronic device to any meeting without announcing why you need to be monitoring it.
- You look pulled together even when you’re the very definition of office casual.
- You substantiate your assertions with actual data.
- You behave in a manner that would generally make your mother proud.
- You take pride in details, craftsmanship and zero surprises.
- You do, in fact, give a damn.

FINAL WORD

Be uncomfortable:

If you do not believe that you are in over your head or that you have perhaps bitten off more than you can chew, then you are not doing it right. If the day feels routine or boring, there is a good chance you are wasting an opportunity. Stretch further. Reach higher. Tilt at a deserving windmill. And keep in mind that the path of least resistance has incredibly mediocre scenery. Seek the high wire instead. Because growing often comes with pain.

How to live it:

- You listen to the little voice that says, “We really should try this.”
- You take a deep breath and just say it.
- You lean into fear and take action instead of trying to avoid feeling it.
- You are willing to examine your own faults, failures and folly.
- You occasionally stake your reputation on something.
- You take personal responsibility for making stuff happen.
- You present solutions, not problems.
- You stand tall for ideas and thinking that you believe in.

Be curious:

Never stop learning. Never stop asking questions. You can’t be a hack if you are consistently learning and trying new things. What has technology brought us this day? How did they pull off that cool thing? What is the new opportunity? How can we do it better? What makes your client tick? What makes your audience tick? What makes you tick? Where do they intersect?

How to live it:

- You do homework. You work hard to understand the people, situations, demographics, numbers, features, uses, benefits.
- If you have a question, you ask it.
- You consume books, movies, current world events, Web memes and advertising.
- You Google a lot.
- In difficult situations, you pay attention to what you are learning.
- You consider history in all things.
- You people-watch.
- You always remind yourself, “They might be right.”

Be passionate:

Caring a lot can be a two-edged sword. An unfortunate truth of this business is that good thinking and good work will die (often for no particularly good reason). It can be discouraging and frustrating. But remind yourself that every setback is temporary. And your soul will be a pretty desolate place if you stop fighting your best fight. Glory is often the result of redoubling your efforts. Don’t give into expediency, comfort or cynicism. There’s truly another idea. But you’ve got only one soul.

How to live it:

- You don’t confuse talking about doing something with actually doing something.
- You dust yourself off and try, try again.
- You carry the flag and beat the drum for ideas and work you believe in.
- You recognize that failure is both necessary and temporary.
- You demand the best of your teammates.
- You pride yourself on doing your best with each assignment (even if you don’t particularly care for it).
- You turn it up to 11.

FINAL WORD

Be demanding:

If you stop pushing yourself or your team or this agency, you might be good enough. But you'll never be great. So don't settle. Don't let us settle collectively. Demand a whole lot from yourself, particularly if you want the credibility to demand more from others. Demand better thinking. Demand better craft. Demand more effort. Demand accountability. Demand remarkable.

How to live it:

- You hold yourself to standards that are high enough to stretch you.
- You demand the best effort of your teammates.
- You ask, "Why not?"
- You listen when your gut tells you it's not good enough.
- You outwardly question things that seem to run counter to SHS values.
- You eschew budgets and timelines as excuses.
- You expect accountability from yourself and others.
- You can always answer "Could I have done more?" with "No."

Be pure of heart:

Keep your motives absolutely pure. Ask yourself if what you're about to do or say is truly in the best interest of the agency, our clients and your co-workers. Listen to the angel on your shoulder. Resolve to fly straight and keep SHS a snake-free zone. Doing the right thing isn't always easy. But it is always right. And bad karma is a bitch.

How to live it:

- You choose what is best for SHS and our clients over what might be good for you or your team.
- You choose to get over yourself.
- You handle problems directly (and face-to-face).
- You cut yourself and others an appropriate amount of slack.
- You don't tolerate bullying or political baloney.
- You say positive things to yourself.
- You opt for half full.
- You don't tempt karma.



BE

COLLABORATIVE

UNCOMFORTABLE

PASSIONATE

IMPECCABLE

CURIOUS

DEMANDING

PURE OF HEART

SULLIVAN HIGDON & SINK