

WELCOME TO THE

Red-Fern Culture Book

RED-FERN

RED-FERN CULTURE

The Company

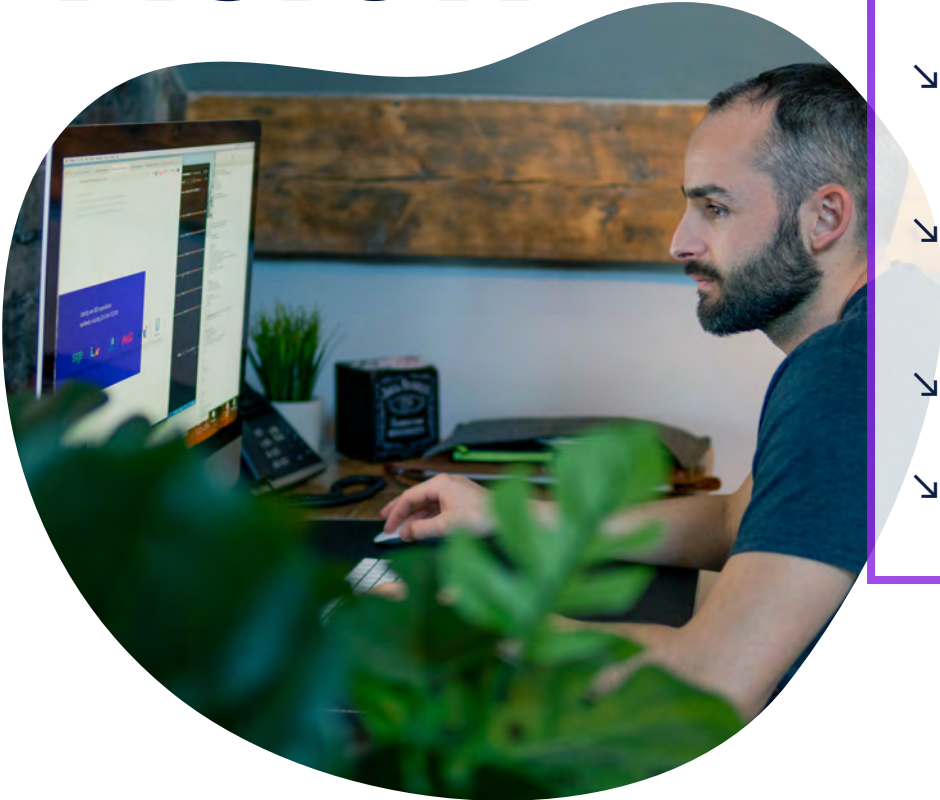
**“This culture book is part who we are
and who we aspire to be”**

Our Mission



“Build long-term partnerships with our clients, finding innovative and creative ways to create growth, making them more successful.”

Our Vision



Consistently look forward with a positive vision and...

- ↘ Always delight our customers.
- ↘ Be the leading creative agency in the North West.
- ↘ Always push the boundaries with innovative design, technology & marketing.
- ↘ Encourage and support each other, so we can grow a profitable company.
- ↘ Acquire, develop and retain an amazing team.
- ↘ Have a clear progression plan for everyone.

Our Values



Customer - Team - Individual

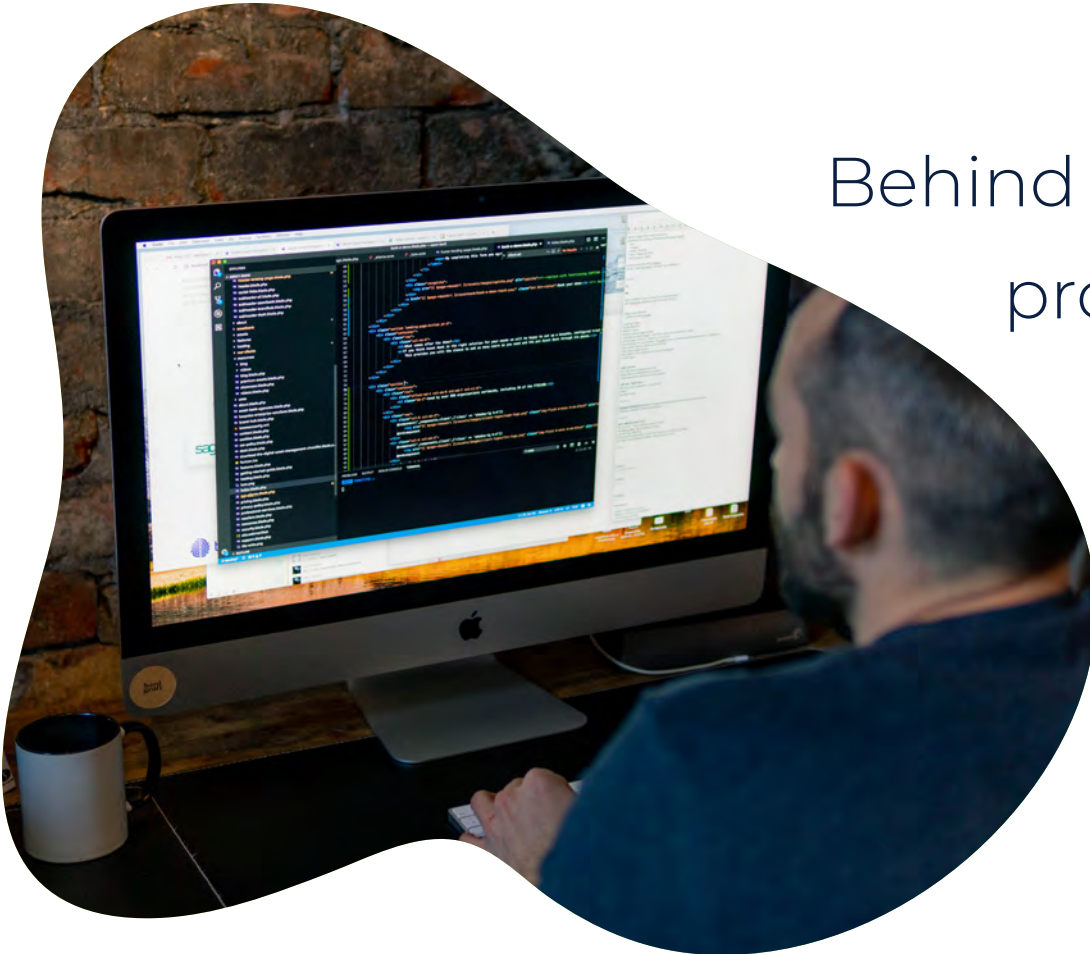
- Collaborate and innovate as a team.
- Always deliver high quality creative work.
- Approach every opportunity with energy and enthusiasm.
- Have an insatiable thirst for learning, and apply to our work.
- Mentor and support team members to be the best they can be.
- Treat every employee and customer with respect
- Always, always create growth through knowledge, innovation, strategy, creativity and partnership

Our Culture

“Company culture does not just help and attract amazing talent, it will amplify our abilities to do our best work and be part of a positive environment”

The Red-Fern Way

Behind every pitch, presentation,
project, and partnership,
we should **always** deliver:





Every project, partnership and growth journey


we take should always

start and end with the **WOW factor!**

INSIGHT

We get to know **our employees** and **customers,**
their goals and **aspirations.**

The greater the insight into the people and businesses we
grow with, **the greater the success.**

An abstract graphic on the left side of the image, composed of multiple overlapping, wavy layers of blue. The layers vary in shade from a deep navy blue to a very light sky blue, creating a sense of depth and movement. The shape is organic and fluid, resembling a stylized splash or a cross-section of a liquid. It occupies the left third of the frame.

Beyond Brief

Briefs always give a linear direction.

Our **creativity and innovation** should always **give additional value** that goes beyond the brief.

Personality

You are **empowered** to stamp your
personality, skills and **likeability**
on each and every client you work with.





Delight

Always exceeding a clients
expectations, creating
a positive experience.

Our clients will become our greatest advocates

Being a Red-Fern Player

**“We will always innovate, create and progress
our culture, you are empowered to be part
of our success”**

1

“Treat everyday as a great day,
being part of a **creative, successful**
and **innovative team**”

Customer → Team → Individual

2

3

“Contribute to a positive and
uplifting team spirit”

“Embrace, innovate & drive change”

4

5

“Don’t fear mistakes - learn from them”

“Challenge - ask the awkward questions”

6

7

“Always present the work you do with **passion, vision** and **thought**”

“Don’t be afraid to challenge the status quo. **Your knowledge** and **innovation can drive change**”

8



Constantly strive for improvement”

“Always do the right thing...
Red Fern is a company that
will develop you, if you develop it”



When You Join Us

**“Our best people don’t just fit our culture,
they embrace it and develop it ”**

In Exchange for **Hard Work** and **Dedication**



You'll get....

- A bright and vibrant working environment
- Encouragement to innovate and make us both better at what we do
- 100% support in developing your career - the sky's the limit
- A place in a great team
- Recognition for a positive impact in a growing team

Not only that...



You'll get....

- An attractive salary
- State of the art workstation and software
- 28 days holiday entitlement
- Additional birthday holiday
- Regular budget towards training and development
- Ongoing team happiness budget
- Social events organised by the team

Constant Communication

Whenever One-to-One...

- Time in or out of work. It's good to talk and gives us a chance to discuss burning issues.

Yearly review of salary, benefits and role growth

- Ties into the financial year end. We'll give you a business performance breakdown where you can ask any questions you like. We'll also let you know our plans for the next 12 months and any longer term ambitions we're working on.

Quarterly 1-on-1 Review

- Current burning issues
- Things to work on and improve > training requirements
- A look at the next quarter and company performance
- What management are working on

The Red-Fern Culture Book

Insights + Strategy + Creativity + Innovation = Growth