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Writing a company philosophy is when the white page stares most blankly at you.

And stares. And Stares.

But with over 40 years experience, we've come to realise a few things:

Never run in the studio with a cutting knife.

The printer will jam, run out of ink, run out of paper, run out of steam just before an important presentation.

Products are built in factories. Brands are built in the consumer's mind.

And building brands is part science, part common sense and part many parts part magic. And it's getting the balance between these just right that makes for great brands, memorable advertising and improved bottom lines.

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