creativate

Terms of Engagement

In order for our clients and partners to have the best experience, maximize their investment and achieve the highest results, the following are our Terms of Engagement. Please review and let us know if you have any questions.

Creativate Terms & Values

- **Our families come first, and yours should too.** There is nothing, and we mean nothing, more important than your family.
- **Marketing is not a silo.** Marketing requires cross-functional communication.
- If you're looking to hand off marketing and disengage, we're not a good fit.
- By its nature, **marketing is proactive, not reactive.**
- **You'll get out of marketing what you put into it.** The most effective and highest ROI marketing is done **in tandem** between Creativate and our clients.
- If you're looking for one-time, one-off work, we're not a good fit. **The best marketing takes time and requires alignment with business goals.**
- **We value communication and feedback.** If something is going extremely well or needs work, please tell us.
- We don't believe in annual reviews being the only time to assess and address larger wins and points of improvement. **We believe in consistent communication.**
- **There are no failures – only learning opportunities.**
- **Mutual respect** - we are not "marketing on demand." We respect your time and ask that you do the same for us.
- **We will be honest**, and sometimes that means having tough conversations. We're not doing you any favors by always nodding our heads "yes."
- We work hard to provide the **best-in-class marketing practices** and recommendations to our clients.
- We're an **extension of your team.**

I agree to the above Terms of Engagement.

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Name Date