

Our 10 Core Values



1. Deliver WOW through ideas.

At Studiothink, we want to WOW our clients with our ideas. We go above and beyond to create an experience for our clients that they will remember, by delivering ideas no one else has ever offered. We believe anything worth doing—from customer service, to strategy or design, should have WOW factor.

2. Be passionate and determined.

Studiothinkers have a passion for our industry, our clients, and our company culture. We believe in what we are doing and where we are going, and our enthusiasm shows in our attitudes and our work. We have a determination to succeed, and phrases such as “we have no solution” or “we can’t do that” aren’t in our vocabulary.

3. Be resourceful and open minded.

Studiothinkers are always looking for new ways to solve problems or achieve results. We seek out innovation and new ideas. We are open minded, and never rule out ideas or suggestions, because having an open mind gives us the best, most creative results. No idea is ever a wrong idea.

4. Embrace and drive change.

Every Studiothinker not only handles constant change, but expects it and embraces it with open arms. We never accept or become comfortable with the status quo, but are always thinking of ways to change processes, perspectives, and opinions, hopefully for the better. We enjoy challenges, and we enjoy growing and changing for the better.

5. Be creative.

Studiothinkers are idea people, and our studio is a place where creativity is encouraged and embraced. Ideas are the core of our business, whether coming up with “out of the box” solutions, or finding new marketing ideas for clients. Every Studiothinker lives, breathes and enjoys being creative.

6. Build a positive team and family spirit.

Studiothinkers want to build not just a team, but a family. The best decisions and ideas are made when we are surrounded by people who respect and care for each other. We enjoy working together and playing together, and things like cliques, egos and attitudes aren’t acceptable. Studiothinkers have a positive and optimistic attitude, because this inspires everyone around them. This family spirit is shared with our clients, and we strive to build relationships with everyone we work with.

7. Live with integrity.

Studiothinkers have integrity. We are compassionate and loyal, and never make decisions that go against our “gut feeling”. We are never dishonest or unethical with each other, our suppliers, or our clients. We treat everyone the way we would want to be treated, and we always conduct ourselves with grace and humility.

8. Create fun and a little weirdness.

Studiothinkers love to have fun. We have a great sense of humor and we know that it’s healthy to laugh. We work hard, but we always look for ways to incorporate fun and a little weirdness into our day, even on the busiest schedules. We embrace our fun, weird side, and know it’s okay to laugh at ourselves.

9. Pursue growth and knowledge.

Studiothinkers never stop learning and growing. We take every opportunity to stretch ourselves, both personally and professionally, and we encourage each other to reach for new goals. We don’t want anyone here to feel stuck in a rut, and are constantly looking for ways to challenge ourselves to learn, grow and push the boundaries of what we think we can do.

10. Communicate openly and honestly.

Studiothinkers are honest, and we communicate openly with each other, with our peers, our clients and our colleagues. Our honesty when interacting with others leads to strong relationships built on trust. We always encourage and welcome positive, open and honest communication.