

We are
Medium Giant.

TOGETHER AS MIGHTY





Medium Giant celebrates what makes us different and alike – what makes us unique as individuals, and as one moving body.

STRENGTH
DUALITY
UNITY
CURIOSITY

REPRESENTS US





The **medium** is the means, the mode, the message by which our communication is conveyed. It is the lifeblood of our organization.



The **giant** mindset keeps us
focused on accelerated business
growth for our clients.

We've been a **Medium Giant**
for more than 175 years.



Medium

**master your medium
respect your talent
explore new avenues
trust your gut**

Giant

**be strong independently
stand tall together
harness the power
of collective knowledge
have a voice in the world**

A Celebration - Medium Giant represents our evolution for how far we have come as a company from our talent, our vision, and our growth.

An Opportunity - Medium Giant is an opportunity to reframe our company, double down on our strengths, and lean into our differentiators.

A Challenge - Medium Giant is our ongoing commitment to delivering results to clients. It's also a personal challenge to ourselves to stay curious and become leaders in the industry.



Our Brand Platform

Brand essence

Question everything

Our purpose-driven curiosity pushes us to investigate further and challenge convention to break free from the status quo because business growth requires positive change.

Our brand promise

Transform uncertainty into opportunity

Our values

Curiosity. Intelligence. Imagination. Partnership. Purpose. Positivity.

Our character

The Explorer We flourish in freedom and live to blaze new trails. We would never utter "we've always done it this way."
Inquisitive. Spirited. Gutsy. Inciteful.

Our differentiators

Approach. Process-driven but never prescriptive, we're fueled by curiosity throughout a pragmatic but flexible workflow that leaves room for the unexpected. Asking "why?" and "what if?" ensures constant evolution.

Talent. Inspired by the legacy of a 175-year-old company built on the search for truth, we are a diverse group that brings together the fearless creativity of a boutique agency, the data sophistication of a digital marketing firm, and the experience of the C-suite.

Work. A blend of critical insight and fierce creativity, our work celebrates the tension between the sustainable and the extraordinary. We create human-centered experiences that shape the way people see and interact with brands.

Benefits to our clients

Realize what's possible. The pursuit of hidden truth uncovers new growth opportunities that lead to unconventional and effective solutions.

Confidence in the journey. Deliberate collaboration among ourselves and our clients provides assurance that we will find the best path forward together.

Brand growth. Intelligent strategy and exceptional execution result in deeper connection, enhanced brand equity, and sales growth.



Brand Positioning Statement

For brands looking to break from the status quo,
Medium Giant is a media + marketing company
of divergent thinkers who devise strategies
that deepen connections, expand influence,
and scale success.

← [Target market]

← [Category]

← [Benefit]

**We relentlessly pursue what's possible
to transform uncertainty into opportunity
and risk into reward.**

← [Why we win]

Who We Are

REBELLIOUS

We live for a challenge and thrive by pursuing thought leadership. Prescriptive approaches are our enemy. We believe intelligent and creative solutions, built to inspire audiences to action, are always custom, and we don't mind breaking rules to find them.

COLLABORATIVE

Together is how we work. There is never just one of us. One leader, one voice, one approach means avenues were left unexplored. We don't believe in only one way. And the only means to arrive at the most inspiring work is with each other.

PEOPLE - FIRST

We love the living we make, but this is not our only life. We never forget that we are sons and daughters, friends, fathers and mothers, and individuals first. We work hard to burn bright, not out. This makes us human and emotionally connected to each other as people and to the people we work for. Fun is not a dirty word.

EXPLORERS

We explore the options, voices, and strategies that are underground, below the surface, hidden in the numbers, on the street, between the lines, and previously ignored. We are excavators of the compelling and emotional means by which to connect to people within the lives they lead.

CHALLENGERS

We embrace failure, encourage debate, and question everything. But we do this purposefully and in pursuit of success. We hold each other to the flame so that together we can ignite game-changing ideas.

FUTURISTS

The world is much bigger than the work we do. But we try damn hard to make the biggest impact in it. We believe that the now is never enough and we are focused on insight-rich ideas that have staying power and effectiveness forecasted into the future.

Who We Are

REBELLIOUS EXPLORERS

COLLABORATIVE CHALLENGERS

PEOPLE-FIRST FUTURISTS

We carry the torch of a company founded in 1842, built on the search for truth through integrity, tenacity, and grit...

Guided by that legacy, we relentlessly pursue what's possible – in business and community – with curious purpose.

We exist to help brands of all sizes make friends, deepen connections, expand influence and scale success.

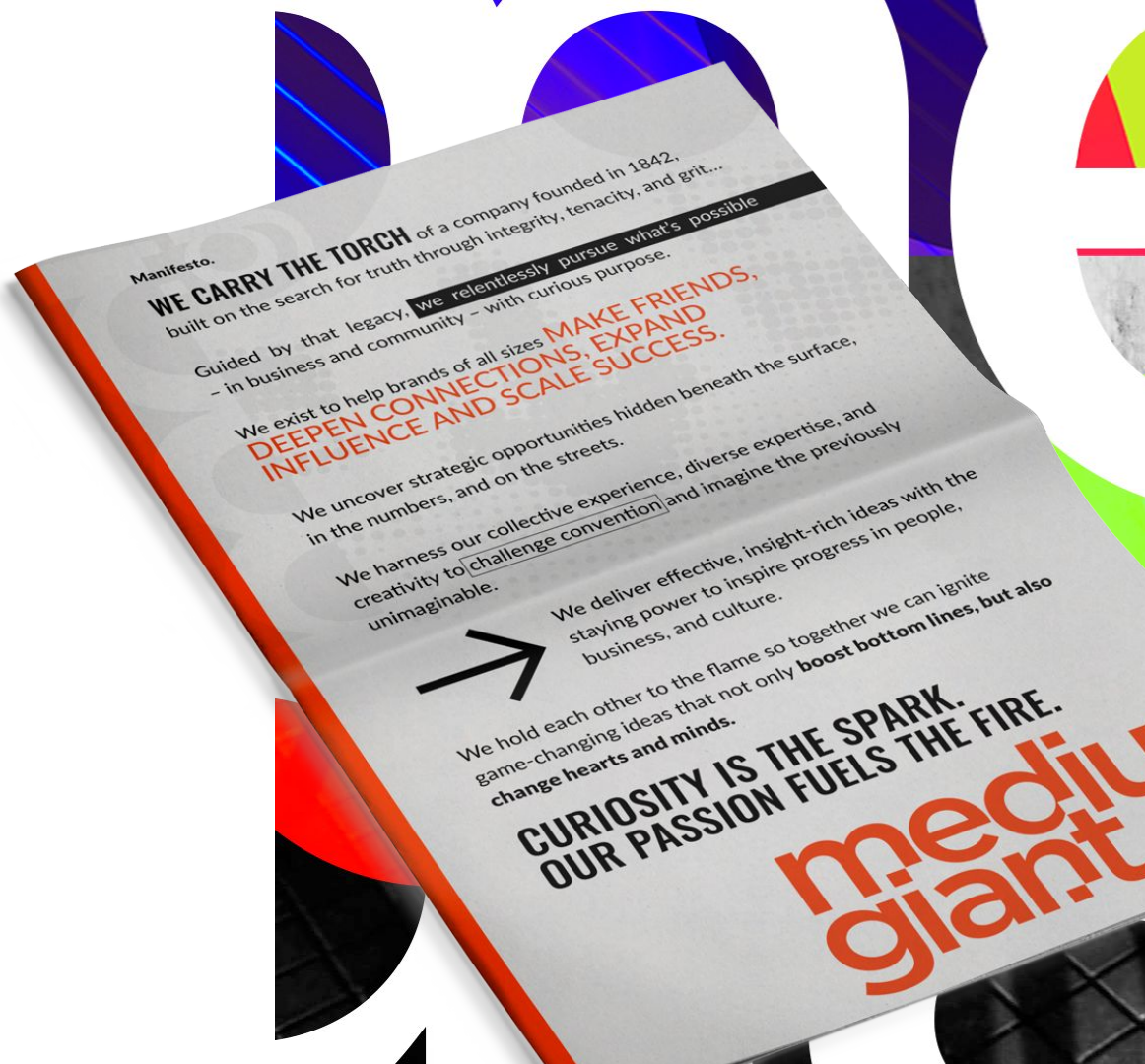
We uncover strategic opportunities hidden beneath the surface, in the numbers, and on the streets.

We harness our collective experience, diverse expertise, and creativity to challenge convention and imagine the previously unimaginable.

We deliver effective, insight-rich ideas with the staying power to inspire progress in people, business, and culture.

We hold each other to the flame so together we can ignite game-changing ideas that not only boost bottom lines, but also change hearts and minds.

**CURIOSITY IS THE SPARK.
OUR PASSION FUELS THE FIRE.**



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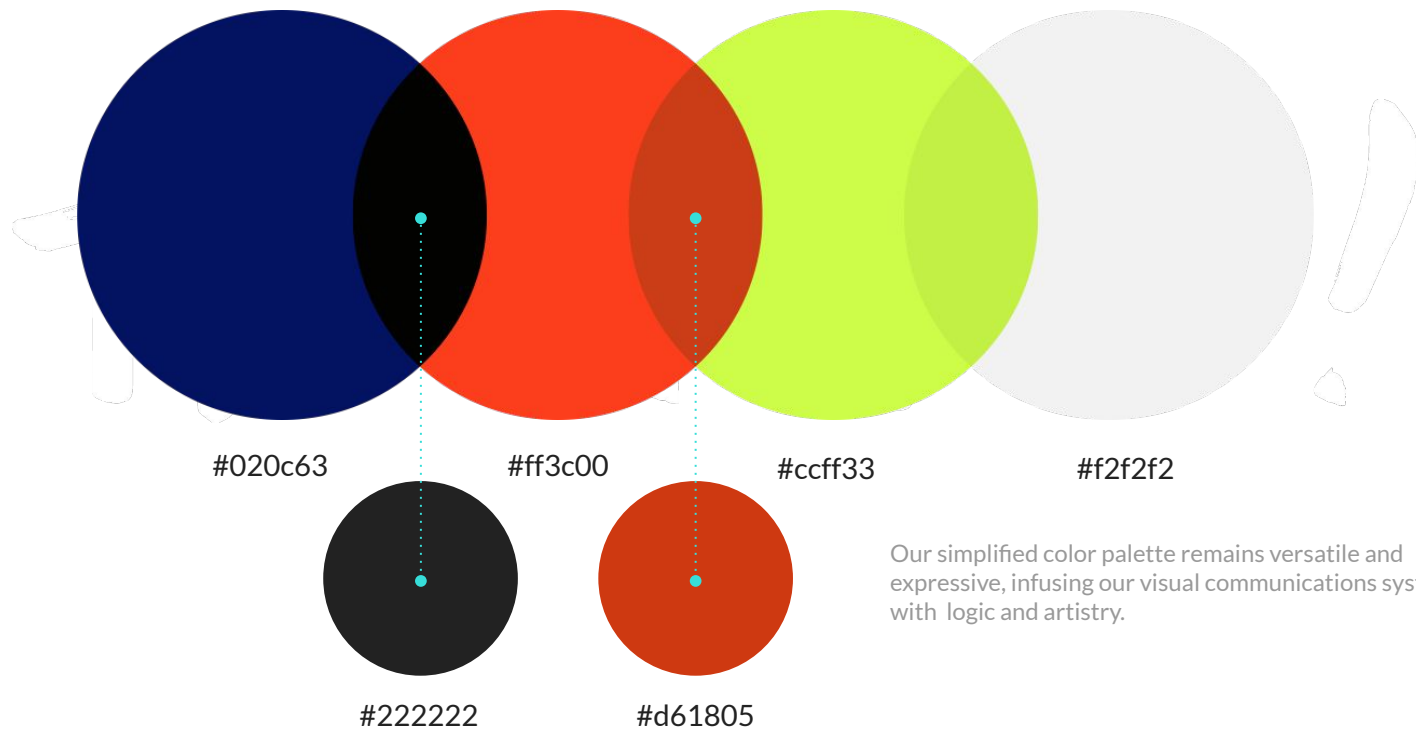
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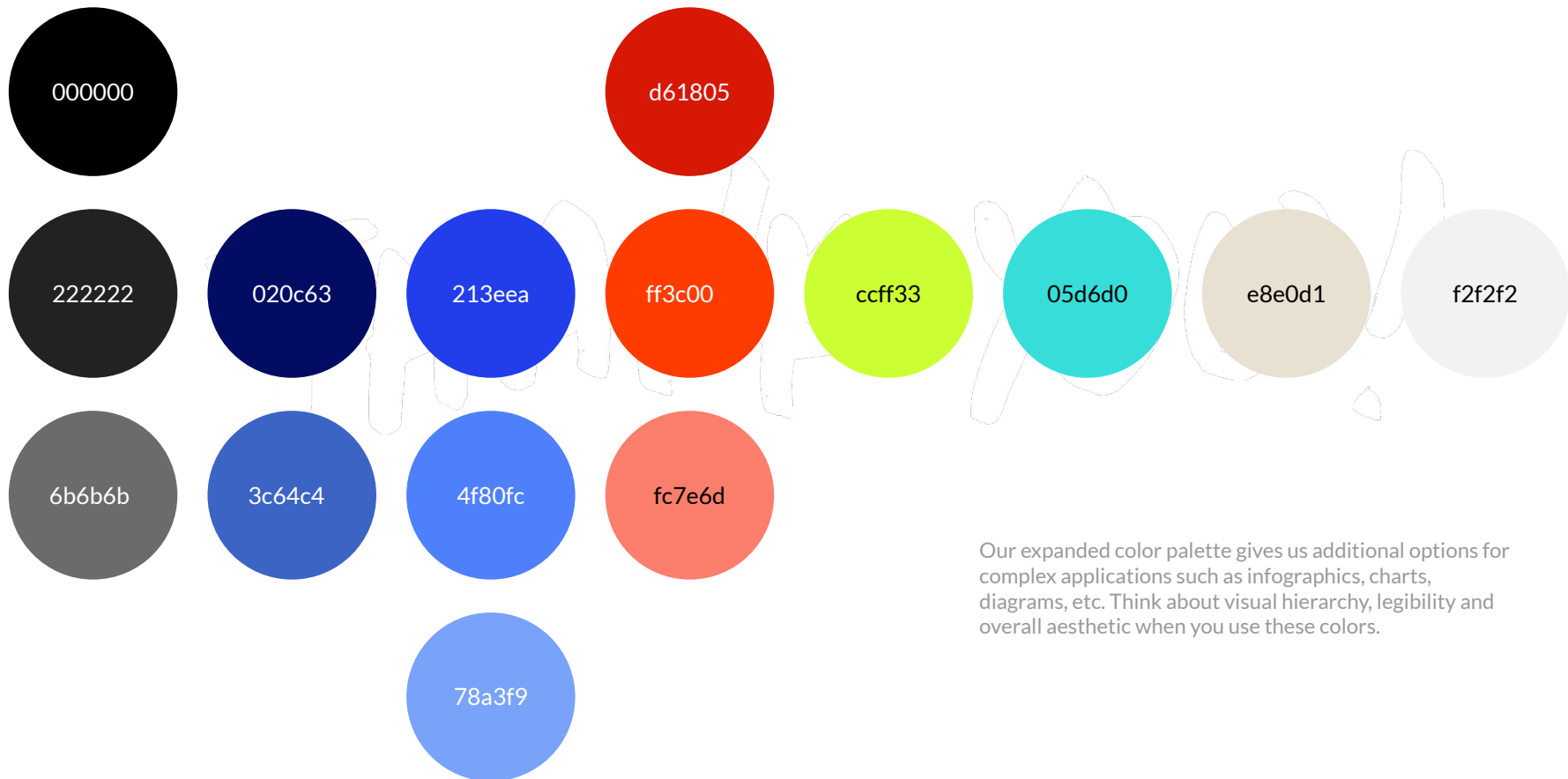
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Our Colors | Primary Palette



Our simplified color palette remains versatile and expressive, infusing our visual communications system with logic and artistry.

Our Colors | Primary Palette | Expanded Palette



Our expanded color palette gives us additional options for complex applications such as infographics, charts, diagrams, etc. Think about visual hierarchy, legibility and overall aesthetic when you use these colors.



The use of a graphic container gives this version of our logotype a simple visual footprint that allows it to work as both, wordmark and pictogram. This configuration protects the logo from its surroundings and creates total predictability for use in any situation.



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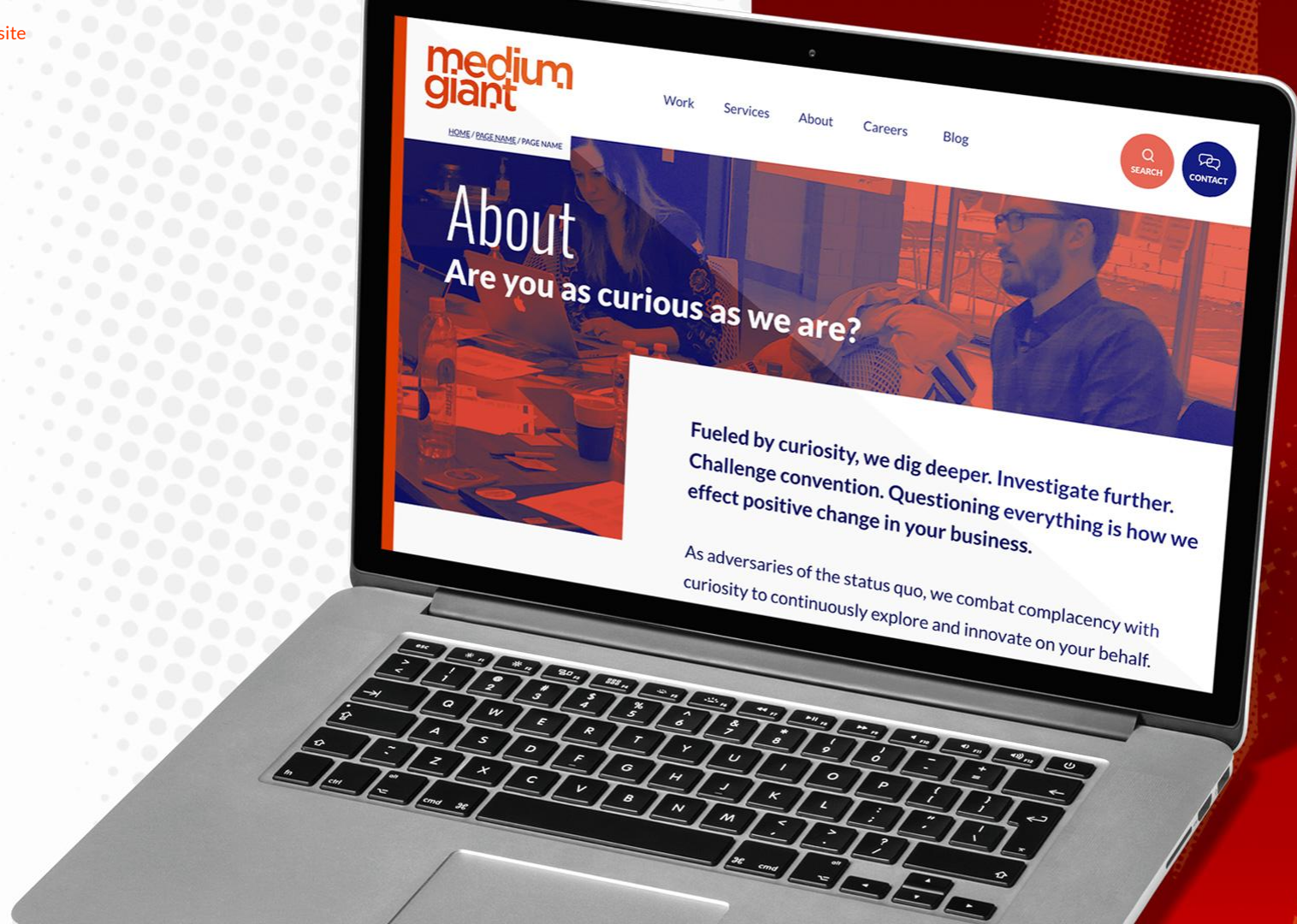
RFP# 2001-47-20
CLOSING DATE 01.15.2022

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About

Are you as curious as we are?

Fueled by curiosity, we dig deeper. Investigate further.
Challenge convention. Questioning everything is how we
effect positive change in your business.

As adversaries of the status quo, we combat complacency with
curiosity to continuously explore and innovate on your behalf.

A large, dark blue rectangular sign stands in the foreground. It features the company name 'medium giant' in a large, white, lowercase sans-serif font. To the right of the name, the words 'A MEDIA + MARKETING COMPANY' are written in a smaller, white, uppercase sans-serif font, arranged in three lines. The background shows a modern building with large glass windows and doors, revealing a brightly lit interior with colorful walls and a staircase. The building is set against a clear blue sky, and some tall grasses are visible in the foreground.

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