



MANIFESTO

What with the climate crisis, the pandemic, galloping inflation, war on Europe's doorstep, debt and the Big Quit, there could be many legitimate reasons for succumbing to the collective pessimism. And yet...

In a world in flux, where our clients, our partners and our (future) talents are more than ever on a quest for meaning, and where communication is all too often seen as useless and unnecessary, we have decided to instead embrace optimism with this new name and this new logo: **ENJOY**.

ENJOY is an obsession. That of putting the magic and joy back into our line of work. And of doing it (we hope, a bit) differently. Because we like to boost our clients' and talents' endorphins with bold, effective brand strategies that extend beyond content. And because we want to let the world know about it.

ENJOY is a mindset. That of a benevolent, critical rationalism, a pertinent impertinence, that leads you off the beaten track to explore new playing fields. And to enjoy doing so, with our clients and partners, to constantly whet our appetite for knowledge and our creativity.

ENJOY is a *modus operandi*. With listening to our clients as the sole constant. To guide and support them with various content issues of which they may even have been totally unaware. Recommendation is our hallmark.

ENJOY is a commitment. A commitment to restoring the taste for a responsible ROI. Because content can serve companies' performance and promote communication that is virtuous for the planet.

Yes, it is time we reconsidered our relationship to business.

Thought in terms of ecosystems. Long-term. Sustainability. At ENJOY, we know we can be a game changer, or try to make even a modest contribution, at our (modest) level.

So why don't we all take a stand against the prevailing doom and gloom?

Julie MONEY
Founder & CEO

