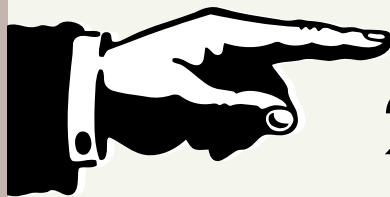


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IT'S 2009

S-W-H has been in business for a decade and is The Netherlands' Agency of The Year. It's time for a reappraisal. Time to take a peek into the future. Time to think about what that will mean for us, the ad industry, and our clients.

And time to think about what we and our clients need to do, and be, if we are to be as successful in the next ten years as we were in the last.

Cast your mind back just a decade, to

1997

when S-W-H first came to life. At that point, not one of the following existed:

**YouTube / The end of merchant banking
Hybrid cars / Amazon / Wireless Internet
Multiplayer online gaming / Twitter /
TV on demand / Camera phone / The iPod /
Podcasting / Eco-tourism / Blogs / Facebook
The Human Genome, sequenced / Google**



WHILE ALL OF THIS WAS GOING ON, HOW MUCH DID WE IN THE ADVERTISING BUSINESS CHANGE?

The simple reality is that in 2015, just around the corner in this exponential economy, we will be experiencing – and even relying upon – things that are, at the moment, impossible. The lives and behaviours of our consumers will be markedly different. As marketers and advertisers, we will have new tools at our disposal – and we will have to use them. We will need to change, attitudinally and structurally. If we don't, it's a slippery slope to irrelevance and extinction.

DID ANY OF US ANTICIPATE ANY OF THESE?



SO, WELCOME TO...

INDIE

INDIE'S MISSION *

EMBRACE

CHANGE,

NEW OPPORTUNITIES,

TALENT &

THE POWER OF IDEAS

*** ALL WITH THE AIM OF
MAKING A CLEAR &
SUSTAINABLE DIFFERENCE.**

**EASILY SAID,
HARDER TO DO.**

**HERE ARE SOME
OF THE BELIEFS
AND ACTIONS
THAT UNDERPIN
OUR JOURNEY:**

01.

THE POWER OF INDEPENDENT THINKING

If we want to make a difference to the outside world – and stay true to our mission - we have to start on the inside, by harnessing the power and passion of an independently together mindset. After all, ‘we the people’, our relationships and our respect for one another’s sometimes idiosyncratic talents are how this place made it through the first ten years in such good shape.

In many ways, we’re embarking on an expedition into the unknown at Indie, learning as we go.

By

holding steadfast to our

ambition,

we’ll

get

there.

02.

SAFE IS UNSAFE

All businesses have goals – to grow, to be more profitable, for people to be happy and loyal. Over the years, a series of beliefs and practices are developed and deemed 'safe' ways to achieve those goals. After all, it's human nature - and therefore the practice of most businesses - to seek stability. Safety.

So, often, businesses repeat themselves, doing the things that have worked before because, fingers crossed, they'll work again. That seems responsible, mature. Safe. But those things can often be described with another word: 'predictable'; Or 'expected'; Or 'boring';

At Indie, we believe that consumers are, in the main, bored stiff with marketing. The second they've seen before - whoosh - they're gone. Safe, then, becomes unsafe.

03.

DRIVEN BY IDEAS

Ideas – good ideas with impact - are key. Without them we're all stuck in treacle. Ideas drive change because they drive people, who drive markets and brands. At Indie we develop and drive ideas – but we also allow ourselves to be driven by them. In whichever direction leads to the most dynamic, sustainable, competitive advantage for our clients.

04.

F-T-L

Like most of our competitors, Indie's roots are in advertising, which means that our problem-solving has had a bias towards the comforting familiarity of TV, radio and various printed media.

But if advertising is about commercial persuasion, then what can we include in our toolbox? Retail design, customer service, packaging, events, interior design? Indie's starting point is to think of everything as potentially relevant, 'our business'.

A-T-L? B-T-L? T-T-L? We say F-T-L. We need to lose all media bias and, instead, say to clients "as long as it's good and it moves the ball - your ball - forwards, we're interested, we're your partner". Anything less simply won't cut it.

Scary? It's the future.

05.


STILL ROOM FOR CONVENTIONAL ADVERTISING

The TV screen is not yet dead, nor the magazine, the billboard, or radio. What's more, we don't think they're in any danger of dying. After all, has any medium in history ever been completely replaced by media that followed? Radio didn't kill print; television didn't kill radio.

Instead, the role of conventional advertising in conventional media is evolving. It will be less about selling product and 'benefits' and more about establishing a brand's space and overall meaning. Channels through which consumers understand brands are more fragmented than ever - more in the hands of people other than the brand's actual owners. Consumers need help from brand communications in putting the pieces back together again. Old school skills in a brave new world.

06.

A DIGITAL HEART




Here in 2009, it's time to end the discussion about the digital 'channel' and how best to deal with it. Because digital is no longer a channel, and the approach to it can no longer be departmental.

Digital is now so fundamental to a brand's existence that it must be considered as foundation to all marketing activity. In many - if not all - cases, we believe that digital will be the start point for any discussion about consumer relationship-building.

07.

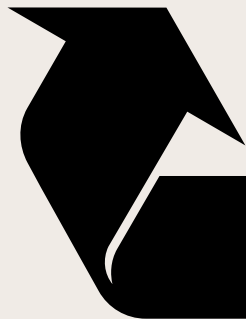
COLLABORATIVE HUB



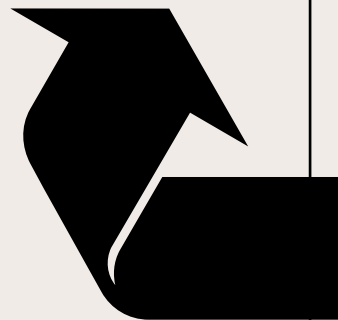
We're excited as hell about the new talents we see around us: sound designers, industrial designers, graphic artists, graffiti artists, YouTube freaks, digital divas, the blogerati and mobile-media mavens for starters.

At Indie we work with people whose thought processes, insights, and creative muses are often wildly different to our own. They make us grow as talents. They keep things nicely off balance. And they are utterly essential to our ability to keep our client's brands and businesses salient and vibrant. Indie brings them to the table.

Importantly, they come and they go: this isn't about collecting the world's largest group of cool people. It's about deploying the best people for the job at that moment.



OUR PRINCIPLES



01

WE'VE GOT PRINCIPLES AND WE'RE NOT AFRAID TO STAND BY THEM.

02

WHO ARE WE? WE ARE CHALLENGING AND ALSO ACCEPTING OF FAILURE.

03

INDIE IS AN AGENCY OF TALENTED, OPEN-MINDED PEOPLE WHO TREAT COMMUNICATIONS AS AN EVOLVING EXPERIMENT WITH ONE OVERRIDING OBJECTIVE: TO POWERFULLY ENGAGE THE HEADS AND THE HEARTS OF OUR CLIENTS' CLIENTS.

04

WE'RE OPEN TO 'NEW' BUT ALSO VALUE CONTINUITY AND DEEP RELATIONSHIPS. WE VALUE THE HIGHEST STANDARDS FOR INDIVIDUAL CONTRIBUTION, BUT WILL SWARM IN SUPPORT OF PEOPLE WHO HIT THE MANY WALLS THAT STAND BETWEEN 'OKAY' AND 'GREAT'.

05

WHY? BECAUSE WE'RE ONLY AS GOOD AS THE STUFF WE DO.

06

IF IT COMMUNICATES WITH PEOPLE, EXPLICITLY OR IMPLICITLY, IT'S OUR BUSINESS. TO US IT'S ABOUT GREAT IDEAS, AND ALWAYS WILL BE: THE SHARPNESS OF THE NAIL WILL ALWAYS BE MORE IMPORTANT THAN THE WEIGHT OF THE HAMMER.

07

HOW DO WE WORK? AT INDIE WE ASSUME NOTHING.

08

WE WORK WITH OUR CLIENTS AS PEERS, UNITED AROUND COMMON GOALS. WE WORK HARD TO UNDERSTAND PROBLEMS AND OPPORTUNITIES DEEPLY. WE HELP CLIENTS TO ENGAGE THEIR CONSUMERS AND STAKEHOLDERS USING THE BEST CHANNELS AVAILABLE. PERIOD.

09

WHAT DO WE STAND AGAINST? POLITICS, MANIPULATION, LAZY ADVERTISING, GOING THROUGH THE MOTIONS, SMILING THROUGH GRITTED TEETH, STILL WATERS.

10

WHAT DO WE STAND FOR? HONESTY, OPENNESS, DIRECTNESS AND COLLABORATION. THE ENERGETIC LIFT THAT COMES FROM GETTING IT RIGHT, OF SEEING THE NEEDLE MOVE, OF MAKING ALL THE PLANETS - AESTHETIC, RATIONAL, EMOTIONAL AND FUNCTIONAL - LINE UP.

11

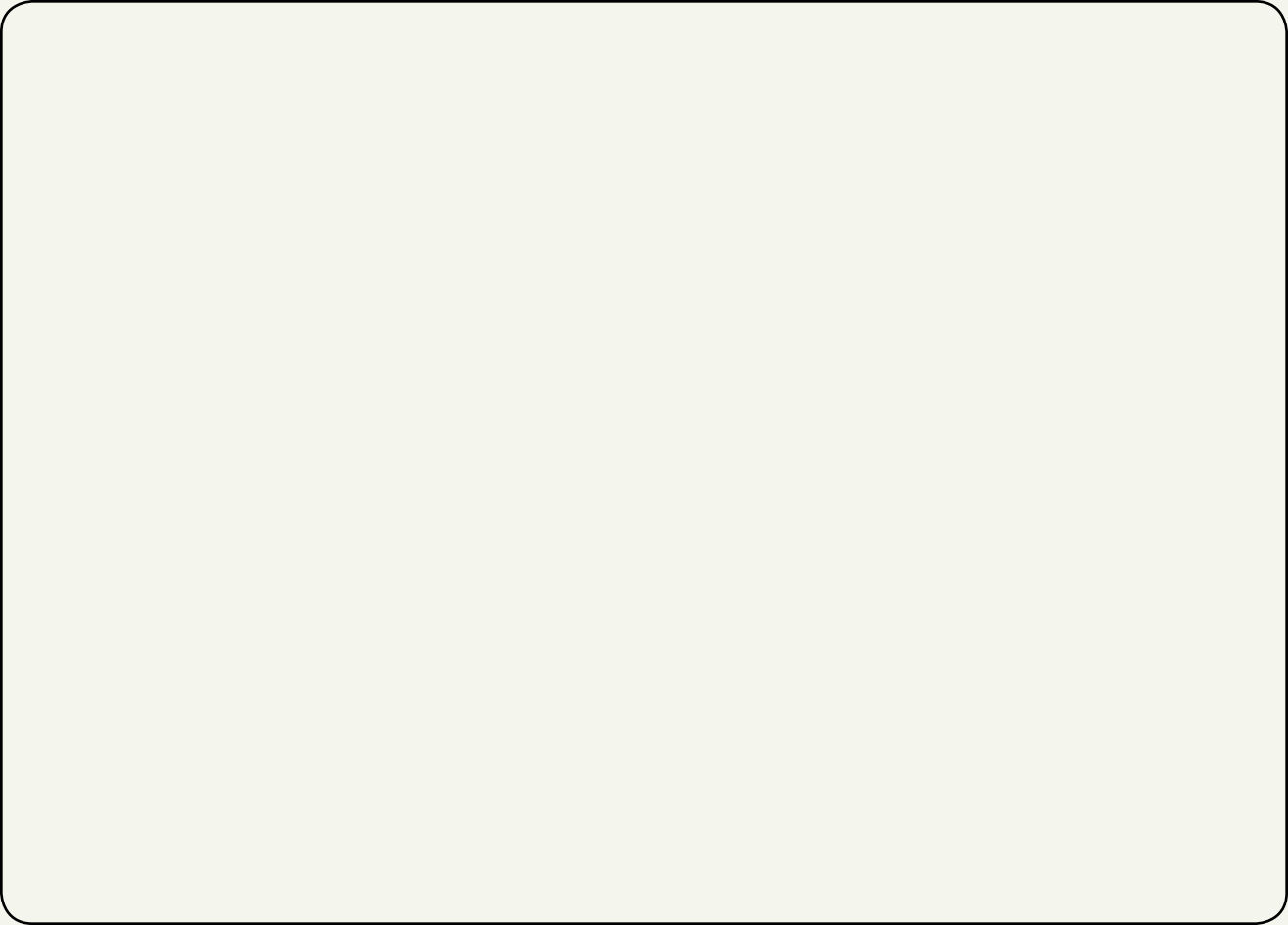
WHAT SHOULD YOU EXPECT? ANYTHING. EXCEPT MEDIOCRITY.

INDIE

& IN THE END...

Why does the world need us? It doesn't. All of our hairdryers could tumble into all of our baths tomorrow morning, and the world wouldn't skip a beat. And we never, ever, allow ourselves to forget it.





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