



## “WE ARE IN A PERMANENT STATE OF CHANGE.”

THE WORDS OF A SMART BRITISH FELLOW I HEARD SPEAK ABOUT A YEAR AND A HALF BACK. AND TO THAT WE SAY, “YEP. LET’S HAVE AT IT.” WE FIGURE. IN OUR BUSINESS...HELL ANY BUSINESS THESE DAYS...YOU JUMP ON THAT NOTION AND ENJOY THE RIDE OR YOU STEP TO THE SIDE AND LET IT ALL WHOOSH PAST.

RED TETTEMER’S HAD FUN OVER THE LAST FEW YEARS WITH OUR GOOD FRIEND, CHANGE. A FEW HIGHLIGHTS...

First, talent. RT suddenly has it coming out our proverbial wazoos.

18 months ago our interactive group was a guy. Today, that guy’s gone and in his place are 10 geek geniuses and counting. The geeks are directed by Nate, an interactive theorist who speaks eloquently about stuff I’ll never totally get and Ben, a recently hired interactive creative director who’s able to tell me what Nate’s talking about. It also includes a 3D animator brought on right out of school because his talent was so extreme it seemed crazier not to have him with us.

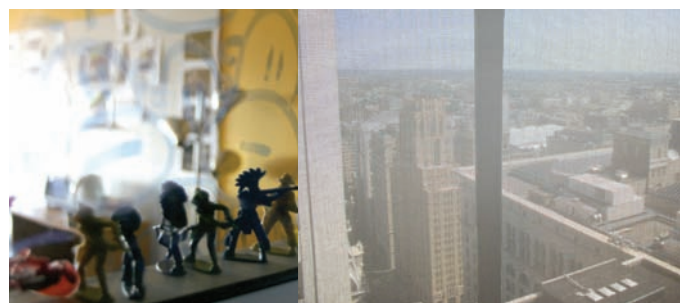
We asked a media planner from Crispin to join us a while back so that our point of view about “where” could be as interesting as our recommendations on “what.” And more recently a tweeting, Bacon-spewing, social media guru, came on board...because the Blogosphere, as we know, cannot be stopped.

From across the pond we asked a bloke from Liverpool to be our Executive Creative Director. Before Red Tettemer he did duty at Wieden, TBWA and Deutsch, plus he’s got an awesome accent.

And our account management group has become a ninja fighting force to be reckoned with. With folks coming to the shores of Philly from Ogilvy, McCann, Goodby, JWT, Y&R, Saatchi and other big old guys.

Our creative department’s grown by leaps into a simmering stew of fashion designers, book writers, guys who build stuff with wood and a dynamic duo who can cut up film and artfully put it back together as well as anybody on this side of the country. We also needed to add buzz, so we did. A PR maven we call a Spinster.

And what are we all working on? Stuff I never dreamed about even a few years ago. We’re building a virtual world as a marketing platform to be launched in the fall for one national client (and to do it we’re working with partners from across the globe). For another client we’re developing new products first and then the national advertising launch around them. We created 6 original characters to launch a nationwide cell phone brand and had them star in an animated web series for the holidays. We made an independent film for another client and had it accepted into 6 festivals around the



country. We're in the process of making barbecue an epic event and combining Marley and pre-school for 2 other clients. All in the name of building experiences that inspire, motivate and persuade. And finally, in our spare time we're getting it on for the city we love...stirring up a movement to get a skateboard-friendly park built on the Parkway, shouting about our good friend's arts organization that keeps storytelling alive and feeding a passion brand called UWISHUNU.

Speaking of passion and our love for Philly, we throw a rager every year in October called the 2wenty5ifth Floor. It's in honor of every creative force around us - painters to skaters, beat poets to street performers, artists to...ad people. The individuals and organizations that make the city and the world around us more interesting. They not only embrace change. They live for it. If you're into that, maybe you'll join us this fall and spend the evening howling at the stars and getting ready for tomorrow.

So, that's it for now, but check back with us in a few.