



FAST & SMART

Our ability to mobilize our best thinkers at the drop of a hat, work without artificial and cumbersome layers and processes, combined with our underdog mentality add up to surprising and delighting clients with a rare mix of actionable ideas developed and implemented faster than anyone else in our business.

TELL A STORY

Did you hear the one about the young advertising professionals who had all the answers but didn't know how to present them to convince their client to do the right thing? Of course you haven't, it's not an interesting story. We're in the communications business, so make your case with a beginning, middle and end. Keep it simple and if you get your audience to smile, laugh or have a tear in their eyes, then you'll reach the promise land.

SIMPLIFY

Our best ideas are always the simplest. Simple, however, rarely ever means easy. It takes a lot of work to get to simple. The trick is to cut away what's not important or relevant and lacks the potential to inspire. The simplest notion of the idea is always in there somewhere and when you find it you'll know it immediately.

TAKE PRIDE

There's an old expression that goes, "If it's worth doing, it's worth doing right." Everything we do here at Fathom is a reflection of us as a company and as individuals. So if it's something as small as an e-mail or something as big as a presentation of our work, take care to do it well and do it right.

BE A STUDENT

How can you hope to influence the world if you're not soaking up every bit of it every chance you get? We are scientists of the street. We are students of the human condition. We are spokespeople of what's hot and what's not. And we do this by seeking out the vibrant new creations that arise in music, art, literature, food, drink and anything else that makes us feel alive. Never, ever stop digging and learning.



MAKE IT BETTER

We can all make a mark on the company where we work. Making Fathom a better place is not the job of a few, but our collective responsibility. If something is not working, embrace the freedom to make it better. You, every one of you, are hereby given express permission to speak your mind on anything you think can improve our agency. This includes every single piece of work that leaves our agency.

BE HONEST

The truth hurts sometimes, but the alternative takes us down a road we desperately want to avoid. By believing in the power of honesty, we maintain our integrity and free our minds from having to remember lies.

REACH

Anyone, and we mean anyone, can offer up ideas on anything we work on. Demonstrate initiative and you will be rewarded. It's part of what makes Fathom different from other agencies. You are hereby free to think to your heart's content on all the challenges we face. The only bad idea is holding back.

EVERY BIT COUNTS

There's only a 2% difference between the DNA of a human and of a chimp. Small amount, big difference. At Fathom if you're willing to make an extra effort at the eleventh hour, you're going to be in a better position than the rest. What separates the gold medalists from the silver, the world record holders from the also-rans, the champs from the chumps (and the chimps) is often the slightest sliver of effort.

ENJOY THE MOMENT

Let's face it this business can be a grind. Demanding clients, impossible deadlines, tiny budgets...it's part of the new reality of working in the marketing services business today. But, it's important to remind ourselves why we got into this business in the first place. The opportunity to work with creative-minded, interesting people and to deliver exciting new programs for our clients. We should appreciate this opportunity and we should take the time to savor our victories both large and small.