

Our kaupapa & Impact Relations



Conscious Consumerism is now the norm

Organisations that make a conscious decision to create a positive impact for their customers, employees, suppliers, and communities are setting themselves up for sustainable economic prosperity.

KAITIAKITANGA

WE LEAD

with authenticity and abide by a “no spin” policy.

WE APPLY

discipline and responsible discretion when choosing the businesses, organisations and individuals we represent and the messages we amplify.

WE COMMIT

to use transparent, authentic communications to lead with purpose and to strive for a positive impact within the businesses we represent.

WE SHINE

a light on socially innovative solutions to some of the world’s most pressing issues.

WE MEASURE

the social and environmental impact of our communications strategies whenever and wherever possible.

MANAAKI

Communications should be authentic and purposeful.

In using communications as a platform for positive impact and change.

The stories that businesses tell have the power to drive societal and systemic change-for better or worse.

Businesses achieve stronger customer loyalty and employee retention when they lead with their values, purpose and a greater mission.