

## **SCRIPT:**

We're frogs.

Frogs are adaptable, nimble, tenacious.

Frogs are observers. We look at the world around us, strategize, then make big moves.

At StrawberryFrog we believe in the power of why.

Why you do what you do is more important than how you do what you do. This is true of our clients and ourselves. We do what we do because we believe in the power of cultural movements. They're more than just an ad campaign.

They harnesses an idea—a moment—a motivation that exists in today's culture. And they challenges people to change their minds—their behaviors—their perceptions.

We don't make advertising. We make change.

When Emirates Airline needed to move beyond conventional airline advertising, we created a multifaceted, multimedia campaign that brought the world closer together. The movement *Hello Tomorrow* inspired a generation and expertly introduced luxury to standard business class flights.

When Dubai asked us to reinvent a city we didn't just alter a place. We created a new way of life. We reinvented the city around the needs of its citizens; an oasis of connection where people can live, work, invest, and play together. The world's happiest city Dubai South.

We're not afraid to turn that strategic eye inwards either. Because we value the incredible perspective of mothers we reformatted our workweek to ensure that our employees are able to achieve the work life balance that they and their families deserve.

We're frogs.

We're agile, aware, flexible.

Since 1999 we've been pushing the limits of what ad agencies and advertising can do.

In a world of dinosaurs it's good to be a frog.