



Culture Book

Creatively connecting people to elevate brands and lives.

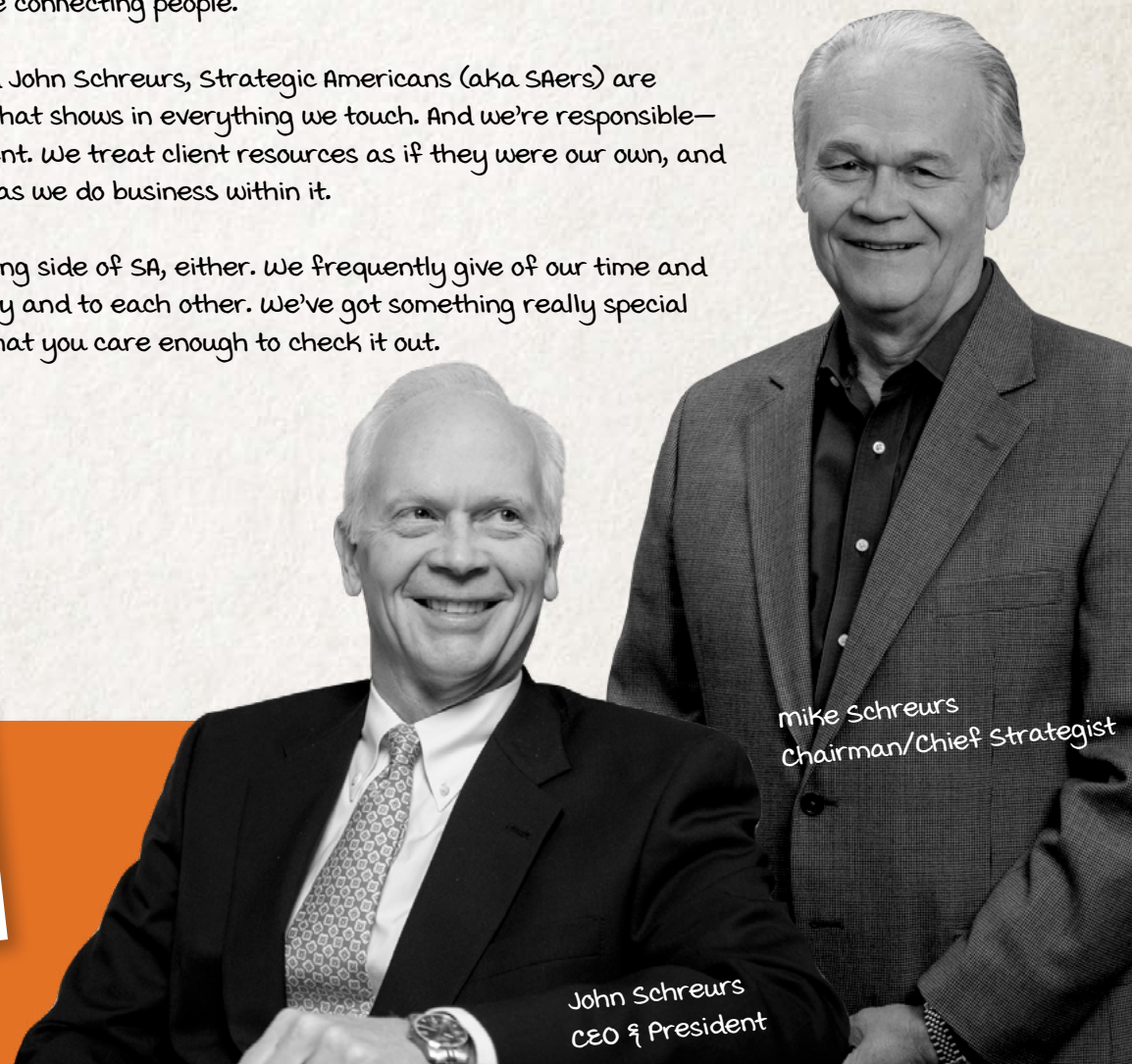


Welcome to SA

At Strategic America (SA), people come first—whether we're talking about our people, our clients or our neighbors in our community. They're the most important part of our purpose statement: Creatively connecting people to elevate brands and lives. No matter what we're doing or how we're doing it, we're connecting people.

Led by the example of Mike and John Schreurs, Strategic Americans (aka SAers) are driven by a "can-do" mentality that shows in everything we touch. And we're responsible—in business and in the environment. We treat client resources as if they were our own, and we take care of our community as we do business within it.

It's not uncommon to see the giving side of SA, either. We frequently give of our time and other resources to our community and to each other. We've got something really special going here, and we're honored that you care enough to check it out.



John Schreurs
CEO & President

Mike Schreurs
Chairman/Chief Strategist

Why Iowa?



WHY NOT IOWA?

It's a metaphor for everything we are here at SA. For one, we're in the middle of everything. Latest digital trends? Check. Cutting-edge creative? Yep. Analytical insights? You bet. Basically, if it goes into good marketing, we're immersed in it.

And don't forget about Iowa Nice. That's us. We're approachable. Down to earth. Egos are checked at the door.



Things That Make IOWA GREAT:



- We're landlocked. Who wants to spend every day worrying about sharks and pirate attacks? Not us.

- No earthquakes. We shake things up well enough on our own.

- We get to help pick the president.

- Iowa is the only state name that starts with two vowels.



- An Iowan invented sliced bread. You're welcome.

- Iowa is Ozzy Osbourne's favorite place to bite off a bat's head.

- If you're into woolly mammoth bones, this is the place for you.

- Lack of Paparazzi. It's nice when brilliant and famous people like SAers (it counts even if it's only in our minds) can walk down the street without being bothered for autographs or having our picture taken while we try to eat lunch.

- Rob Lowe once killed our state bird with a golf ball.

- Home to the largest strawberry.



- One time the federal government had to stop us from warring with Missouri.

- We were the third state to rule that forbidding same-sex marriage is unconstitutional.



- Iowa is home to the largest bike touring event in the world—RAGBRAI.

- We've long been ahead of the curve when it comes to civil rights. Married women could own property in 1851 and women were allowed to practice law beginning in 1869. Plus, we ruled that segregated schools were unlawful 85 years BEFORE Brown v. Board of Education and the rest of the nation followed.

SA Family Values

WORKING AS A TEAM

Creativity is a quality each one of us possesses. Through collaboration, we combine diverse experiences and ideas to create solutions that break through the static.



BUILDING RELATIONSHIPS

People are the most important part of everything we do. As such, we treat people like friends and value the importance of family.



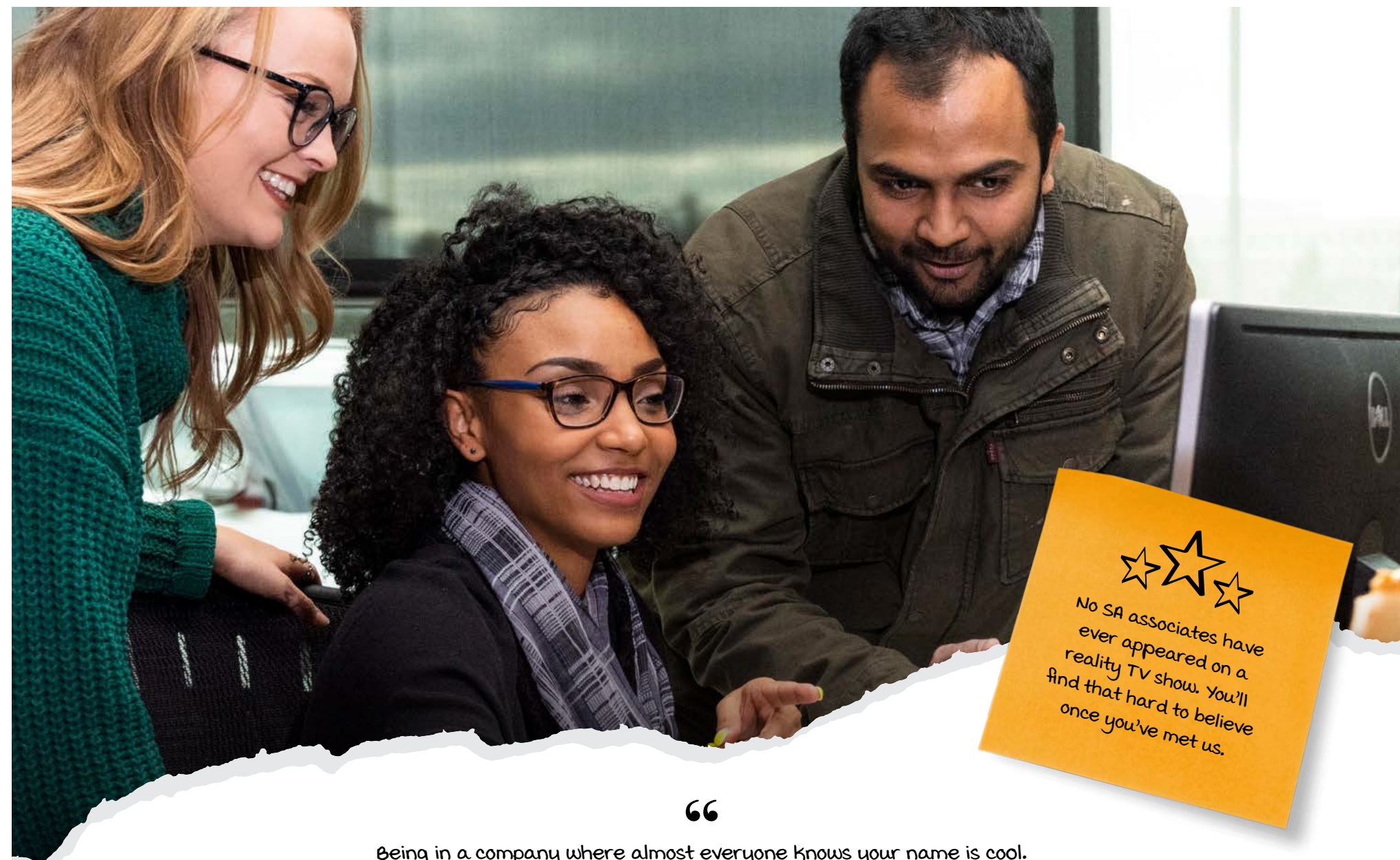
FINDING A BETTER WAY, ALWAYS

We do great things, but there is always a better way. We work to improve everything we touch by remaining curious and adaptive.



ACTING FOR GOOD

From the respect we show each other and our clients to the resources we give to improve our community, we show kindness and compassion every day.



No SA associates have ever appeared on a reality TV show. You'll find that hard to believe once you've met us.

“

Being in a company where almost everyone knows your name is cool. Earlier today I was talking to Maria, our data analytics intern, and I remembered people asking me questions and wanting to know more about me when I was an intern. It's important to treat others the way you want to be treated. When you do, it becomes a natural phenomenon. How many companies have a CEO or president that knows your name? This is what the culture is at SA—treat everyone the same, whether they're an intern or have been here for a decade. Kudos to the people leading by example!

”

—Sid, Senior Software Engineer

(S)A to Z

ACCOUNTING

These guys keep the lights on in this place. Literally. They pay the electric bill. Beyond that, accounting makes sure we stay in good financial shape. They've got a pulse on every account—using projections of billings and income to keep us on track for the financial year. Basically, we need to keep them happy—so go code your receipts.

ACCOUNT PLANNING

Our Account Planning department brings the consumer into the process by facilitating the right questions and seeking strategic answers. Account Planning is a critical component to effectively apply strategy and planning techniques to direct a brand's direction. Our team understands the modern U.S. consumer landscape in a unique way and we believe this is a strong differentiator for SA.

CLIENT SERVICES

Client services? You'll never see 'em sweat. Between scheduling meetings, managing projects and coordinating with our clients, they stay busy. They communicate with our clients and other SAers every day to plan and execute our campaigns.



Our office features a long hallway. When you're walking down that hallway with someone coming toward you, it will feel awkward. It will be that way for a while.



Someone warmed up fish in the microwave in 2008 and we still talk about it using terms such as, "unmitigated gall" and "malevolent."

CREATIVE & CREATIVE SERVICES

Whether it's a print ad, a thought-provoking video or even something as massive a refresh for the look of a brand, creative can handle it. Just make sure you fill out your project brief and new job request.

You don't think the creative department can do all that magic alone, do you? Didn't think so. You're smart. Our creative services department is full of magicians who bring our visions to life.* They keep everything running smoothly by tracking jobs as they move through the agency. Those jobs can be anything from the installation of a building-sized flag sticker to the creation of a booth at the Iowa State Fair. And don't forget the videos. So many videos. When everything is ready to go, our proofreaders make sure we don't look dumb because we used the wrong form of they're.

*It's not really magic. We just hire talented problem-solvers.



DATA AND ANALYTICS

To be good marketers, we need to understand our audiences. We could just throw darts at a board filled with random demographics and adjectives or fill in the blanks Mad-Libs style, but we prefer to work with our data and analytics team. They help us figure out who we're talking to, where we can find them and what will motivate them to take action. They also measure the effectiveness of our campaigns—you know, making sure we're not screaming into the void over and over. Their reports help our clients understand their campaign results and plan next steps.

HUMAN RESOURCES

Some people view HR as the adult version of the principal's office. Those people are closed-minded, and we won't have any of that here. At SA, our HR department helps us shape our culture and define the kind of professionals we'd all like to be. Our HR department works with leadership to determine strategic direction for hiring and keeping great talent.

INFORMATION TECHNOLOGY

Some might think of IT as the people who fix their computers. (Have you tried rebooting it?) At SA, our IT department does that and so much more. Our people created metis™—our very own field marketing tool that lets us tailor efforts for our clients around the country and world. If you really need it, they still can help you with your computer.

INTERACTIVE SERVICES

Our interactive services department keeps us up to date on everything world wide web. For instance, they told us not to call it the *world wide web*—but here we are. We've got a healthy mix of responsibilities in this department—SEM, SEO, user experience, web design and all things online content. They handle all aspects of web design (or redesign) for our clients and help them find out what people are searching for online and how to get on consumers' radars.

MEDIA

Our media department does more than just buy and place media in every media market from coast to coast—though that's no small feat. They're crunching numbers and balancing our clients' budgets to make sure they're getting the most out of their investments. If media buying conjures up images of newspaper ads, you're not too far off. Our team places advertisements in traditional media, but they're also working in digital media—including banner ads, video pre-roll and every major social media network.



We have a weekly yoga class. It helps us namaste calm and focused.

PUBLIC RELATIONS

To the uninitiated, public relations is the practice of trying to save face after a person or a company royally screws something up. We get it—that's what everyone sees on the news. At SA, we understand public relations is about showing our audiences why they should care about the work our clients do through strategic planning, media relations, social media and grassroots campaigns.

Recognize Our Recognition



We're not one to brag, but since you asked ... we're often recognized for our work. Since we opened our doors in 1980, we've won awards on local, national and international stages. Check out some of our proudest achievements:

- Hermes Creative Award
- Wendy's Diamond Award
- National ADDY® Awards
- Telly Awards
- Mobius® Award
- A Wendy's Premier Agency
- PRSA PRIME Award
- Top 2% of Independent Agencies in America
- Agency Spotter Top 20 U.S. marketing Firms
- International DMA ECHO® Finalist
 - o Best Advertising Agency
 - o Best PR Firm
 - o Best Emerging Business, multiple times

It's not just the quality of our work that's gotten attention. We've also been recognized for the way we do business. We're one of only four companies in Iowa to receive the BBB Torch Award for Ethics twice (so you know we're trustworthy). We also earned a spot on *The Des Moines Register's* Top Work Places list in 2015 (so you know SA really is a great place to work).

While on stage at an awards event, one of our designers was surprised to be accepting the Female Black Athlete of the Year Award instead of marketing Partner of the Year Award. He handled it in stride.



“

My favorite SA memory is from about 16 years ago. We were in a client presentation (Iowa Lottery, I believe). From a standing position, John Schreurs jumped up onto a table and landed in the same standing position, without any assistance. It was spectacular to witness such an amazing feat.

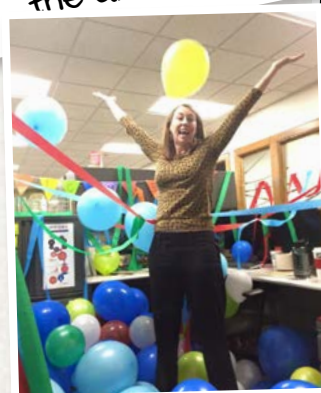
Perhaps he would like to reenact that today!

”

-Carol, media Director



Teamwork makes the dream work.



You get a balloon!
You get a balloon!
Everyone gets a balloon!



En garde!



Hug it out.



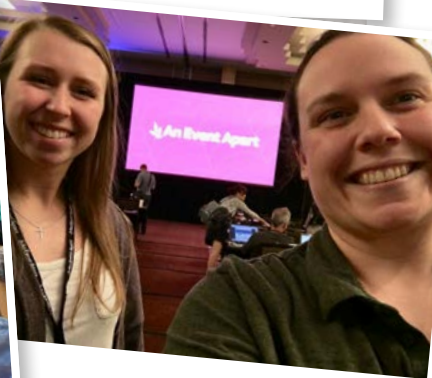
Wrap it up!



Oh my gourd!



Your hair is the crown
you never take off.



Hello, ladies.



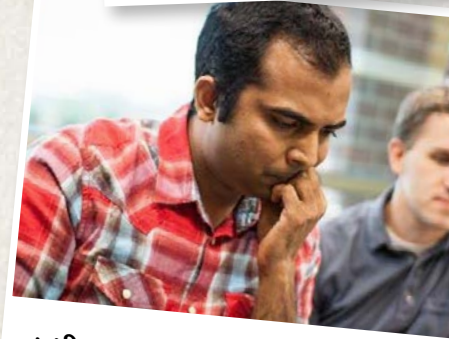
Do you ever lift, bro?



"I" see what you did there.



It says to use slot C.
There's no slot C!



Life is like a chess game:
you never want...



Checkmate.



Play ball.



SA has hosted chess
tournaments and there were
spectators voluntarily in
attendance.



Bird is the word!



Is this heaven? No, it's
Strategic America.



Na-na-na-na-na-na,
They say it's your birthday!



We've got models.

Work It Out

At SA, we work well together. We would lie and say it comes naturally, but we're honest people. We'll let you in on our secret. It takes a lot of tenacity, communication and cooperation to keep things running smoothly across the agency. Here are the values we prioritize to keep SA in tip-top shape:



COMMUNICATION

We love getting lost in what we do, but we also know communication is what makes us work well together. One way we do that is with update, our monthly, company-wide meeting that keeps us all on the same page about new business, current projects and other happenings. That's just the beginning—we're always looking for ways to collaborate and communicate across the agency.



FLEXIBILITY

Sometimes, inspiration just won't strike. A change of pace usually helps. Around the office, you'll find standing desks and collaborative spaces. We're not chained to our desks. If we need to roam, we can.

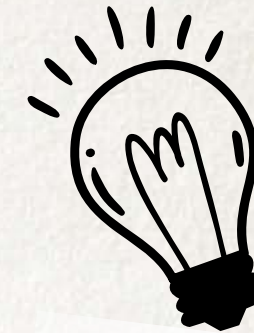
Flexibility means more than mobility around the office. It means we understand that sometimes you have to adjust your schedule. We're proud to work with our employees to make sure we are flexible—both for long-term and short-term schedule changes.



RECOGNITION

Knowing our work is appreciated is one of the things that keeps us coming back to SA every week (also, we like having jobs). Here are a few other ways we recognize outstanding work at SA:

- Strategyville: The Chairman's Award for Strategy—Strategyville Awards recognize excellence in strategic solutions for marketing challenges.
- Anniversary celebrations—We're thankful our people stick around for a while and we're happy to recognize those milestones.



LEARNING

We're experts in what we do, but that doesn't mean we've stopped trying to learn more about our industry. In fact, that's what makes us so good at what we do. We're constantly learning from other experts through professional development. We're proud members of 4A's, DMA (Direct Marketing Association), the Des Moines Chapter of the American Advertising Federation, the Iowa Chapter of the American Marketing Association and the Public Relations Society of America Central Iowa Chapter. SAers are encouraged to pursue professional certifications. If you want to learn something at SA, we'll find a way to help you get there.

The Good Stuff

We go to work for more than just a paycheck and great benefits (but we do appreciate those things). We go because we're excited to find solutions for our clients, think outside the box and collaborate in our work. If we're being honest though, there are some other perks that don't hurt either.



WELLNESS

Maintaining a healthy lifestyle is difficult. That's why we reward our people for the work they put in to stay healthy. You can earn points for participating in an annual biometrics screening, wellness challenges, charity events and more. At the end of the calendar year, those points can be redeemed for reimbursement for wellness-related expenses—your gym membership, new running shoes, a yoga mat.

The Wellness Committee also brings events to the agency. Keep an eye out for their emails—you won't want to miss out.



CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) is the umbrella term for much of the community work we do. Whether it involves pro-bono work, raising money or volunteering outside of work, SA is involved in the community. Many of the causes or charitable campaigns we support change year to year, but some have endured through the years. We've worked with Healthy Birth Day since their founding in 2008 and complete a United Way campaign every year.

If you're especially passionate about a cause, let the CSR Committee know! They consider new causes or projects from time to time.



EMPLOYEE ACTIVITY COMMITTEE

We're so serious about having fun, we made a committee to make sure we're doing it right.

They plan most of our events during the year—monthly happy hours, minor holiday celebrations,

Pet Day, Fiscal New Year's Eve, our Holiday Party—the list goes on. Don't miss out!

Benefits—we have a generous paid-time-off program. If you use that paid time off, and you return to find your office completely covered in aluminum foil or wrapping paper, or filled with balloons, you will not be the first person to experience that.



“

I've enjoyed all of the fun activities that we've done as a company—be it the holiday party, team outings, Christmas stocking decorating, pack meals for meals from the Heartland ... the list goes on and on, but mostly Mike and John Sumo wrestling!

”

—Jessie, Account Manager



SA Activity Page

- 1 What does KPI stand for?
- a. Keep peace inside
 - b. Key performance indicators
 - c. Klok politieagent ikben (which is Dutch ... sort of ... for "I'll make sure you're on time")
 - d. 3.14 in Kentucky

- 2 Where was Strategic America's first office?
- a. A building in West Des Moines, Iowa, that currently houses a Pita Pit
 - b. 123 Main Street, Strategyville, North Dakota
 - c. A refurbished Dairy Queen in Bemidji, Minnesota
 - d. Downtown Waterloo, Iowa not to be confused with the hit song from ABBA (we know this is not true)

- 3 How many offices does Strategic America have in Canada?
- a. 1
 - b. 5
 - c. 10
 - d. What's Canada?

- 4 Which of these clients have been with Strategic America for more than 25 years?
- a. Lennox
 - b. Iowa Lottery
 - c. Wendy's
 - d. Ralph Nader

- 5 The Strategic America offices close at 3pm on Friday afternoons. What would you do with those extra two hours?
- a. Organize and host a dog parade for charity
 - b. make it rain
 - c. Reconsider past choices
 - d. Blame toast for the national deficit

- 6 Which of the following statements about SA is true:
- a. We own our own custom-made bean bag boards.
 - b. One of our copywriters was asked to use the phrase "eloquently satisfied" in an assignment. She declined.
 - c. One of our associates has participated in the Boston Marathon.
 - d. A Crock-Pot full of Wendy's chilli has been entered more than once in our annual chilli cook-off. It always does well.

B	E	T	T	E	R	W	A	Y	A
Q	M	O	A	P	D	A	S	E	M
M	E	T	S	S	I	D	A	J	E
E	A	H	C	D	Q	I	P	C	R
D	Y	O	H	F	I	R	V	L	I
I	S	T	R	A	T	E	Q	I	C
A	I	T	E	R	A	C	D	E	A
B	T	B	U	Q	L	T	H	N	R
U	E	C	R	L	N	L	M	T	H
Y	M	A	S	E	O	E	M	S	D



STRATEGIC
CLIENTS
HOTT
SEM
STEM
AMERICA
BETTER WAY
DIGITAL
MEDIA BUY
METIS
SCHREURS
ASAP
SEO
DATA
DIRECT

FAQ

**What's up with all the purple on Tuesdays?
Are you guys big Prince fans?**

Find Bob and ask him. Or just break out some purple next Tuesday and go with it.

GOT QUESTIONS?

We've got answers—but only to this predetermined list of questions. Anything else you'll have to pick up along the way. Or, you know, just ask someone. We're nice.

What's Update?

Think of it as a monthly family reunion. Specifically, the whole company gets together the first Monday of the month (give or take) to touch on important happenings in the office—from new business to work anniversaries. It's a great way to keep up with what's happening across the agency.

What's so special about July 31?

That's Fiscal New Year's Eve. The events change every year, but we usually throw some sort of celebration to recognize the good work our people do all year long. Mark your calendars.

Can I bring my dog to the office?

Certainly, as long as you bring them on Pet Day, which we celebrate one day each summer. It's the best day of the year.



How many all-company emails are acceptable for me to send?

As many as you absolutely need to, but try to keep it to a minimum. We can take away your email privileges if we must. Then you'll have to call people all the time. It'll be a mess.

Is there any free food?

If it's on the counter in the Covey Café, it's probably up for grabs. You'll see everything from donuts to pizza to a pile of random lettuce. If you're not sure, wait around and subtly see if other people are eating it. If it's a really good day, someone will send out an email and invite us all to grab leftovers from a meeting.

How many of your employees are farmers?

Technically, none. But we do have a few in our families. Even though it's not all corn and soybeans here, farming IS an important part of our economy. So, while we don't have any farmers on staff, we do have marathon-runners, a black-belt martial artist and scuba divers.

Why do I get a volleyball recap every week during the summer?

Why wouldn't you? Our SA team works hard to represent us. The least we can do is read about their victories (or losses) once a week. You can also cheer them on in person, if you're so inclined.



What are High-Five Fridays.

They're normal Fridays... but with high-fives. Because we're awesome.

Can I give someone a high-five on a Monday?

You do you.

SA's Greatest Hits for snacks shared via the kitchen counter include: wet lettuce, one chicken wing, an entire cake, room temperature soda, one bushel of tortilla chips, Olive Garden breadsticks, the part of your children's leftover Halloween candy that you didn't want.



Creatively connecting people to elevate brands and lives.

