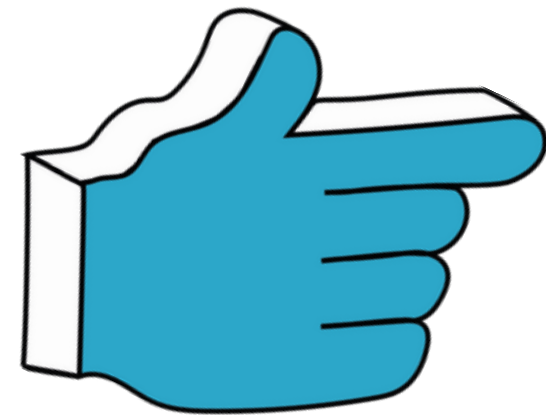


SMG.

SMG's Culture Manifesto





What culture means to SMG

We have an extraordinary culture built by exceptional people. Collectively we value ambition, adaptability, unity, responsibility, inclusion and fun.

We are passionate about providing opportunity and growth, recognising and rewarding great work, and doing this within an inclusive and innovative environment. Our company culture influences everything SMG does; from the way the company was founded through to how we do business today.

This culture wasn't created by those at the top - it's created by the actions and words of every employee. It is this culture that provides brilliant people with the environment to achieve amazing results.

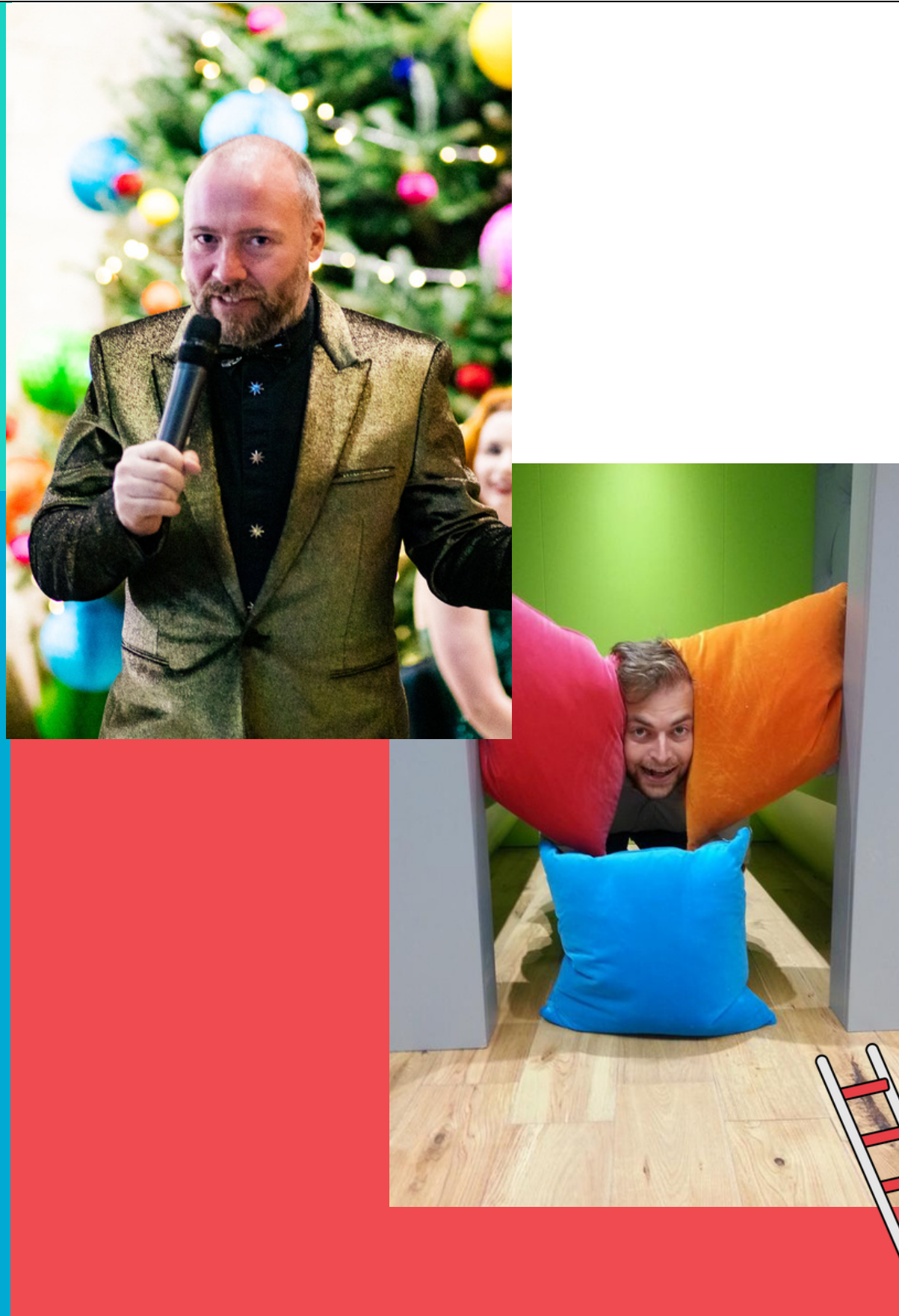
Our company mission

Our mission is to lead connected commerce marketing.

We believe that the best way for brands to grow is to connect with people at the point of consideration and buying. Conversely, for retailers and commerce platforms, enabling that connection creates happier customers, better performance and brilliant business results.

We believe that enabling this connection can achieve transformative results. Every single person has an important role to play in achieving this.





How SMG started

Founded in 2008 by Matt & Joel with just two employees, £1000 in the bank and one mission to transform shopper media, the business began as Capture. Since then we have grown into 3 agencies nationwide; Capture, Threefold and Lobster, under our group company SMG.

Founders mission

The company was founded on an unshakable desire for growth. A crucial part of that growth is in attracting and retaining the most talented and innovative people, and giving them the opportunity and skills to grow their careers.

Our values

Stay Hungry

Like many successful companies, we were founded on dissatisfaction with the status quo and the desire to change it. And we're still hungry to push ourselves continually to improve and learn



Stay Honest

We're straight talkers and our word is our bond. We value honesty and integrity, and this is reflected in how we do business and how we expect our people to operate.



Stay Foolish

We have a childlike curiosity so we challenge convention - for instance, we launched the first ever shopper media planning and buying service for brands when we found out that existing media agencies "didn't do retail".



Have Fun

At SMG we believe it is so important to enjoy your work and have fun while doing it every day. In addition to this, our company events are the stuff of legend, whether it's a pub quiz, a book club, giving back to our charity partner, or a black-tie dinner we always have something going on.



Bringing our values to life

We all share the same belief and collective focus and have been driven by our values from the very beginning. It's our values and behaviours that are weaved into every aspect of SMG life.

Our unique culture is deep rooted and integral in nurturing high performing, talented teams. The following will give you a taste of what it feels like to be a part of it.



A large group of diverse people, including men and women of various ages and ethnicities, are gathered at a social event. They are dressed in semi-formal attire, and the atmosphere is festive with string lights and greenery in the background. A white text box is overlaid on the image.

People first

Our people are at the heart of everything we do and are our biggest asset.

We are proud to provide opportunities for career growth, offer plenty of training, and support employees to be the best versions of themselves both in and outside of work. There is opportunity for everybody, whether people have joined us at entry level, a more senior position in the business, or whether they work part-time.

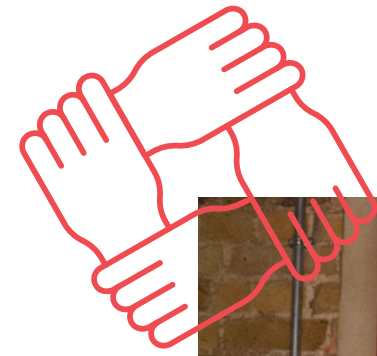
We are dedicated to ensuring that everyone's voice is heard, all feedback is taken on board, our benefits and reward package is regularly reviewed, and the support we provide is of the highest standard.

Trust in the individual

Our overall aim is to support our people to find their own balance. We want to ensure we have a working environment that is enjoyable, collaborative, and supportive for everyone.

We know wellbeing is individual - it's not always about big 'mass initiatives'. It's about finding the happy integration of work and personal life and knowing that they will ebb and flow. We trust our people to do the right thing for their individual wellbeing and this philosophy is supported by our hybrid working policy which brings together our people, workspaces, and technology.

Communication and trust are key to success in developing a hybrid working culture and we want our people to feel empowered to choose where they can work most effectively; be that from one of our offices, home, or your favourite cafe.



A blurred background image showing a group of people in an office or meeting setting. In the foreground, a person's arm wearing a red watch is visible. In the lower right, there are some colorful objects, possibly a hot air balloon or a child's drawing, and a person's hand holding a blue object.

Making a difference: DE&I

We are fully committed to ensuring that everyone feels welcome, appreciated, supported, and accepted at SMG, no matter what their background or identity may be.

We have an inclusive social and workplace culture, where we celebrate our different backgrounds and the variety of perspectives we all bring.

We recognise that this is an area that needs continuous focus and as such we have a passionate DE&I working group in place that builds our strategy and works together to implement change.

SMG.




Unity

We act similarly to a high-performing sports team, everyone plays their equal part to achieve business success.

We want each and every person to feel a part of and have responsibility for the success and growth of our business. After all, we're on this journey together.

We have a non-hierarchical feel and an open-door policy across all of our agencies, teams, and positions within the business.



**Win as a
team, lose
as a team**

Although we have had rapid growth, we remain a small company in spirit, and this is very apparent through the hands-on involvement of our founders and start-up team members.

We've also maintained our agility and enterprising spirit as we've grown. We support and encourage our people to take risks. If they pay off, we celebrate together, and if they don't we pick each other back up and get going again, often coming back stronger because of it. We know that without taking risks we won't advance or adapt to necessary change.

At SMG you're given responsibility and the ability to implement change from day one. We all take full accountability for ourselves, whether it's ownership of a project, commitment to a client's success, or how we engage with our colleagues. We wholly embrace empowering our employees to make decisions and not be afraid to challenge the status quo. We have a committed initiative for employees to pitch their ideas to senior management, giving them the platform to administer real change within the business.

SMG.

SMG.UNI



Training & development

At SMG we offer unrivalled learning opportunities - from providing on the job learning through to coaching and more formal training. We pride ourselves on providing endless opportunities to learn in the day to day.

Our SMG University programme offers comprehensive learning and development support throughout people's careers, from onboarding to senior leadership coaching. Learning has always been at the heart of our business, and we invest significantly in it.

We continuously encourage our employees to make the most of every opportunity - we truly believe it really is the #1 most important thing any employee can spend time on.



Making a difference: CSR

We're dedicated to supporting our local communities and having a positive impact on the environment. We keep social responsibility high on the agenda, it's important not only to the business but to our people too.

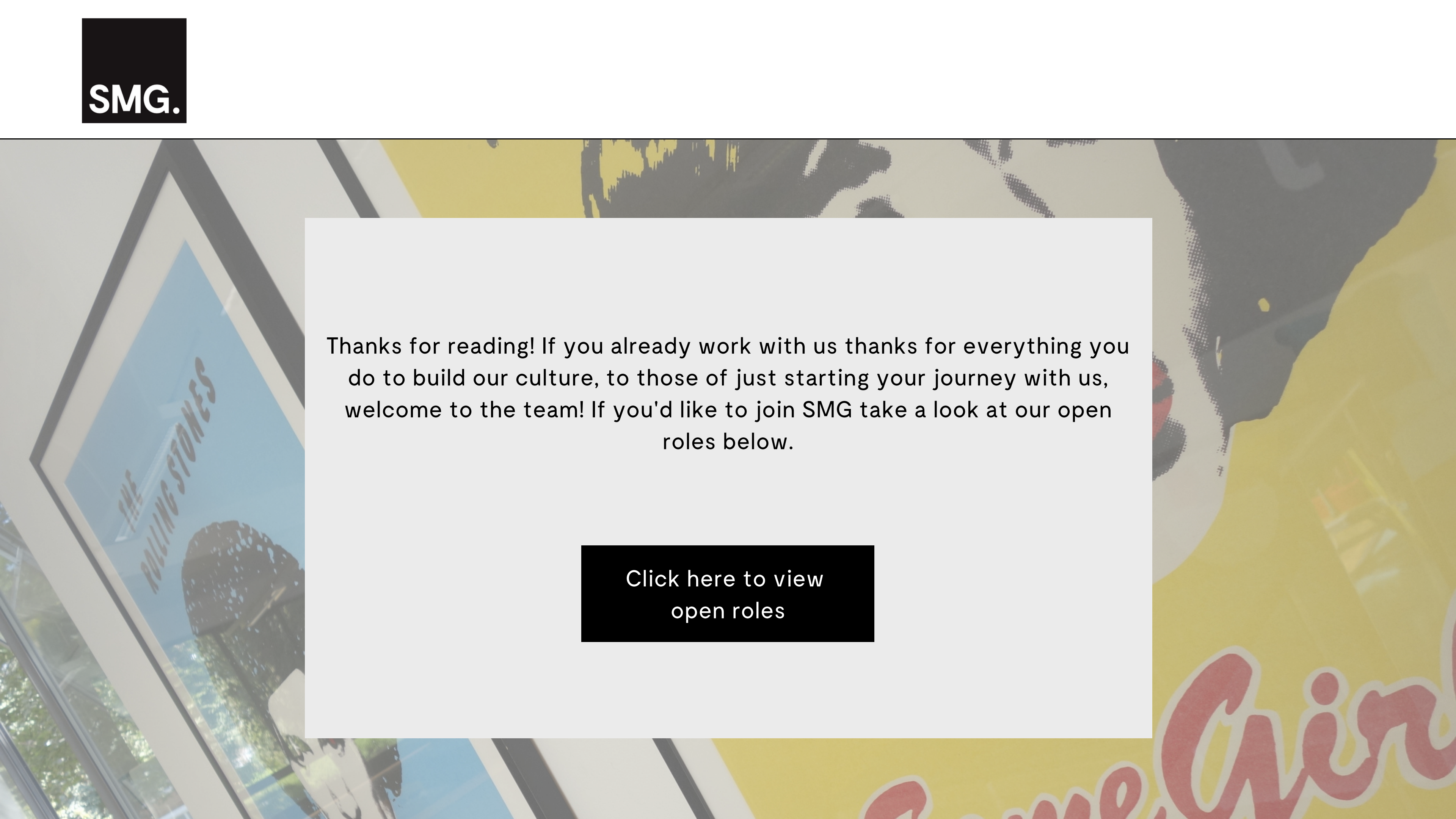
In order to have a real impact, we settled on creating one objective which both our charitable and environmental efforts ladder into: To help stop UK hunger.

We do this through fundraising and volunteering for our charity partner, the Trussell Trust. We also work with FareShare, aiding the redistribution of food waste that helps stock food banks. In order to support our objective, we host regular charity days where we volunteer at local charities or community groups whose focus is aligned with ours.



The logo for SMG, consisting of the letters "SMG." in a bold, white, sans-serif font on a black rectangular background.

SMG.

The background is a collage of images. On the left, there is a framed poster for "THE ROLLING STONES" featuring a microphone. On the right, there is a yellow background with a black and white portrait of a man's face and the word "Air" in a red, stylized font at the bottom.

Thanks for reading! If you already work with us thanks for everything you do to build our culture, to those of just starting your journey with us, welcome to the team! If you'd like to join SMG take a look at our open roles below.

[Click here to view open roles](#)