

**CATCH**

**We believe brands have the  
power to fix the future.**

**Our work turns your mission into something  
that makes people think, feel and act.**

**And we don't just  
spin a yarn...**



**We create ideas that  
move people**

**We've tackled youth obesity, taken our own blood  
and promoted trans rights.**

**We've cast our vulvas and worked with drag  
queens to support LGBTQI refugees.**

**We've created plant-based heroes, campaigned  
for better tax systems on food and promoted  
gender equity in finance.**

**We've championed transparent supply chains &  
fought against greenwashing.**

**...and we're nowhere near done.**

# More than Talk

HELLO@CATCHCOMMS.CO



CATCHCOMMS.CO

## A FORCE FOR GOOD

Catch is a certified B Corp and are signed up to the Better Business Act - which means we're committed to balance people and planet with profits.

We set standards, publish our progress and continue to make improvements.

## CLIMATE & CARBON

We share, in full transparency, all our client activity through the Creative Climate Disclosure and are signed up to the Clean Creatives movement.

As a fully remote business we are intrinsically low carbon, we have a commitment to reduce further and offset what we can't to ensure we're carbon neutral.

## PRO BONO & CHARITIES

We have a number of pro bono clients which we support on a monthly basis - from Immunodeficiency UK to 52 Lives.

We also make monthly charitable donations, on suggestion from the team and equating to 1% of our revenue.



**COMMITTED TO JEDI**

Justice, Equity, Diversity & Inclusion (in that order) are a non-negotiable for us. Not only is it ethical, it allows us to design comms strategies and campaigns based on diversity of thought that have inclusivity baked in and reflect the human experience.

**PERSONAL & PEOPLE CENTRED**

Part of being people-centred is being personal. We don't do cookie cutter, off-the-shelf work and we like to get under the skin of what drives and delights each other and every client we work with. This 'personal' approach bleeds into everything we do - from proposals to presents.

**NO SPIN**

Simple really. We're honest, always. There's no shades of grey with us - we tell it like it is. We're transparent in our approach to fees, our work, your brief, the results. For too long, the comms industry has had a bad rep for being opaque, we want to change that.

**TAKE NO CRAP**

We've taken our fair share of crap throughout the years. But no tiny violins for us, just a commitment that we won't be spoken to or treated badly, client or otherwise, and neither will anyone that comes into the Catch family.

**CREATIVITY WITH INTEGRITY**

We create ideas that people can't look away from, but never by compromising values or integrity. By this we mean, we always seek the truth and base our work in evidence. We challenge and dissect in order to get to the core of an issue. We won't intentionally harm or exclude through our communications campaigns.

**MAKE NO CRAP**

This industry has done a brilliant job of making people want to buy more stuff, creating unnecessary 'stuff' - but we never want to put work out into the world that people don't need. That's why we say we move people - because if we're not doing that, then it's just landfill, right?

**LIFE & HEALTH > WORK**

Simple, really. We are deeply committed to a flexible and nurturing working environment. Your health (physical and mental) is always, unequivocally more important than work. End of story. So we will create a space and environment where you're able to look after yourself, your loved ones and stay as well as possible.

# Our Values



# Our Behaviours

## EMPATHETIC

It's our job to put ourselves in other people's shoes. Empathy is the foundation of everything we do because we believe that as communications professionals it's one of the most important behaviours we can use to create ideas that connect with and move people. It's vital in our work and its vital for us as a team, to understand and share the feelings of one another.

## ENERGETIC

Not every day is easy or exciting, and we always make space for people to share concerns but we believe in putting grit and energy into the small things as well as the big. Positive energy spreads and grows between people and positive energy translates into positive action.

## INCLUSIVE

Catch is a truly flexible and inclusive workplace and we know there is no one box to tick to consider this job 'done'. So we're constantly learning, progressing our commitments and actions in our EDI policies. We believe in order to be flexible, people should feel free to live loudly and honestly, across every level in the business. And create safe spaces for people to air their concerns.

## INQUISITIVE

If we're not learning, we're not growing. There really is no such thing as a stupid question, it's only by asking that we learn. We celebrate curiosity. In fact, it's baked into our creative process. We believe in a humble approach to learning more, uncovering hidden truths and never assuming what we don't know.

## ENTREPRENEURIAL

We're a small, nimble agency without the burden of lots of structures and processes, but this relies on a level of entrepreneurialism and shared responsibility. We believe in the contribution every person in the team makes and we value initiative to get things done.

## COLLABORATIVE

We are greater than the sum of our parts, so we act in a way that brings the best out in each of us. Everyone has different strengths and weaknesses but together, and by balancing these across the team we're able to do even more, together. That means we don't cast blame, shirk responsibility or leave others to fix problems alone.

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