

# Charter of Values



*Experience of...*

We are a **creative agency** which offers **communication and marketing services**: graphic design, responsive website development, professional video creation, SEO and Social campaign management, supply of printed and promotional material ... but even more than all that...

This document introduces the **Lead Creator unique value proposition**, its specificity and uniqueness.



### Our logo

Our logo is a graphic synthesis of the Mission and Vision that characterize us. It's constituted by the meeting of two words, "Lead" and "Creator", outlining, in the center, a shape that at the same time evokes a stylized exultant and colorful, two-tone (blue and orange, with a white shiny shade) human figure, and the letter "X" with reference to "**Experience**", "**User Experience**", "**UX**": "**Experience of ...**" which is our slogan alongside the three cornerstones values of our brand: **Innovation, Creativity, Societal.**

### Innovation

constantly looking for advanced digital solutions to offer the best services to our customers and support them by the best marketing tools and strategies for their business goals.

### Creativity

essential dimension that underlies our work, which gives "light" and "color" to the adopted marketing solutions for our clients; sharing *web and graphic design best practices*; promotion of a special communication space for young talents.

### Societal

we promote "ethical networks" consumers development to guide customers towards ethical and supportive purchases; entrepreneurs to the values of social and environmental sustainability; flanking non-profit organizations.

These instances give strength and shape to ours

## CHARTER OF VALUES

that we turn to the attention of all, sharing their spirit and intentions, wish to become our customers and partners, **thus specifying:**

### CUSTOMER CENTRALITY



Customer care is central to our business. Every meeting with the client is characterized by attentive listening to his/her needs and expectations, expressed and unexpressed, to the delineation and clarification of his objectives, offering highly qualified services to generate a relationship of mutual and constant trust.

### TRANSPARENCY AND LOYALTY



We guarantee a correct relationship and loyalty with customers, in the name of completeness, accuracy and truthfulness of the shared information, skills required, technical times for managing and carrying out the work, use and protection of sensitive data according to privacy policy fully compliant with current regulations.

### VALUE CREATION



Adding value to the offered and processed services expresses the deep soul of our work, guiding and training our customers and stakeholders in the choices of Social Marketing: promotion of ethical networks constituted by consumers, businesses, professionals, organizations; tools and strategies development for adequate Corporate Social Responsibility plans; sharing of ethical principles and social issues for the well-being of all, combining the objectives of business and societal-environmental sustainability.

### SUSTAINABILITY



Became a paradigm for the companies world, especially for products development and relations with internal and external stakeholders, it is the compass that guides our choices e activities, in line with the Social Marketing networks / communities promoted, listening to customers, creating of shared value, to a widespread, respectful well-being of the ecosystem.

## DIALOGUE



We are always attentive to the development of new ideas through dialogue with our customers, strengthened by our skills, willing to meet different visions and interests, while respecting and within the limits of our inalienable value orientations.

## ATTENTION TO YOUNG PEOPLE



We pay great attention to the younger generations, listening to their needs, developing spaces of participation and communication between them, certain that adequate digital education can contribute to their human, ethical and professional training..

## TERRITORIALITY



Territory is the first reality where our actions impact: Social Marketing actions, with the integrated articulation of Corporate Social Responsibility; promoted networks between local actors, stakeholders, consumers; assistance to non-profit organizations; added value generated by customers contribution to storytelling of local excellences.

## SOLIDARITY



It's the dimension that we generate by a "disinterested interest "to promote, directly or indirectly, actions of shared social well-being, under our operating according to ethical marketing oriented.