

SU MARKETING MANIFESTO

We foster sustainable growth for the business in a creative, open-minded, and customer-centric way.

We are your marketing team.

WE BELIEVE

1) THE DEVIL IS IN THE DETAILS

Aiming for excellence.

As we work to become a world-class brand, we firmly believe that details matter, and we do everything in our power to foster excellence in all we tackle.

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Relentless, Smart + Best-in-Class

2) IN KEEPING IT REAL

Transparency is the name of the game.

We know that the best results - and our most successful work - come from open communication at every turn with our customers, and with each other.

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Clear + Authentic

3) IN A SOLID FOUNDATION

Thoughtful planning.

We know great marketing begins with a well-thought-out plan, to ensure our goals stay in focus. Our checks and balances along the way keep us on the right path.

PRIORITIZE
EXECUTE

4) NO OTHER BRAND IS LIKE OURS

Creatively tackling problems.

We value creativity and pushing limits in our marketing to keep things fresh and different.

Our iterative approach ensures the best possible outcome every time.

^ and experimental
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RESOURCEFUL

5) PEOPLE MATTER

Working together.

Relationships are at the heart of everything we do - both with our 'customers' and with each other. We pride ourselves on collaborating effectively to amplify SU's impact.

- SERVICE-ORIENTED
- DEPENDABLE
- LISTENERS

6) IMPACT IS EVERYTHING

Getting results.

At the end of the day, delivering results and making progress towards solving the world's grandest challenges keeps us motivated and laser-focused.

- Data-Driven

ACCOUNTABLE