



### Give us a quick version: How do you describe your company?

Inspira is, and always has been, fiercely independent. When we launched Inspira more than 13 years ago, we wanted to create a different kind of agency—one that put people over profits and treated our clients' business like it's our own. This philosophy is reflected in our unique EQ x IQ approach to developing creative solutions. We begin by viewing the client, customer, and consumer experience through an empathetic lens and layer those insights with business intelligence. And, the extraordinary results speak for themselves; we continue to attract and retain top-tier talent and enjoy long-term relationships with our clients.

### What's different about your company in 2021 versus 2020? And as a leader, what's different about you?

This year has tested agencies more than we ever thought possible, and ultimately, that's a good thing for everyone. For Inspira, it's made us even more empathetic leaders – for our people, for our clients and their businesses, and for the consumer. It's made us more accountable for diversity, equity, and inclusion within our agency and more aware of how people who are different than us experience things. We listen more closely to their stories and take our cues from those both in-and-outside our agency who have lived experience.

For our clients, we've built upon our experiential roots and applied that expertise to a broader range of marketing channels. Our independent edge allowed us to pivot quickly, drive innovation faster, and we continue to grow our agency's digital and creative capabilities. From our perspective, the future of brand experiences is limitless.

### Describe your agency—what makes it unique and how are you different from the competition?

We were founded on the principles of people, purpose, and passion. We put our people first, give them a purpose larger than themselves (in our case, it's the fight to end childhood cancer), and encourage passion – passion for learning, passion for our clients' business, passion for creating mind-blowing brand experiences. That's what we do.

At our heart we're entrepreneurs and we've maintained that roll-up-your-sleeves-and-get-it-done-flawlessly mindset. We've



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literally interacted with millions of people at every point of bringing products and services to market, from brand innovation teams, to distributors, to retailers, to gatekeepers, to the end consumer. We know what makes each person in the process tick, what lights them up, and most important, what changes their behavior. Our success has come from applying that empathetic understanding, along with deep knowledge of the brands and businesses we work with to develop creative solutions that work for every person involved.

### What are your core strengths and how are you using them to serve your clients right now?

Our core strength has always been – and will continue to be – our people. Through our national team, we're able to uncover insights in real time, bring that intelligence to our clients, and quickly make decisions around our programming. Our business and industry expertise has been critical throughout the pandemic as the range of factors and regulations changes across different markets. This has been invaluable to our clients and further established our credibility as trusted business advisors.

### What do your long-time clients say about you? Why do they come back year after year?

We get results. Our clients come back year-after-year because we treat their business as if it were our own. And, we love a challenge. We never say "no". We're entrepreneurs ourselves so we know how to find innovative ways to get things done – and we do them well.

### How are you continuing to evolve in the "post-pivot" environment? What new capabilities are you offering that will help meet clients' current pain points?

Well, I think we're now in the "post-pivot-pivot" environment and will be for some time. We view this as an opportunity to be more imaginative and innovative than ever. Inspira has a full suite of marketing, business, and creative services, but now more of our clients are taking advantage of them. This allows us to address multiple pain points in the customer journey for them with a fully integrated experience.

### If you could make one wish for this industry and have it come true, what would it be?

Success for everyone. A rising tide lifts all ships.