

M.A. R.K.A.

CULTURE

OUR VISION

“To be the advertising agency that challenging brands* desire most to work with.”

* For us, challenging brands can be categorized into:

1 Brands that challenge themselves, that try to outgrow themselves as if they are the runner up in the market despite the fact that they are the market leader.

2 Brands that don't follow and implement the strategies of the market leader and bravely challenge both the market rules set by the leader, and leader himself.

OUR FUNDAMENTAL PRINCIPLES

- 1) Quality is our religion. No concessions.
- 2) Creativity, client relations, inter-agency relations, correspondences, presentations, relations with companies and entities that provide services to us, agency order and cleanliness, archive system, M.A.R.K.A. employees' career development, etc. are all within the scope of quality.
- 3) Client satisfaction is the fundamental purpose of our work.
- 4) Client satisfaction does not mean "Doing everything the client says." It means "to protect the client's interest." This can only be attained by having thorough knowledge and command over our work.
- 5) It is essential to pay close attention to details and be consistent.
- 6) It is extremely important for us to satisfy both the internal and external customers of M.A.R.K.A.
- 7) Thinkers and appliers cannot be differentiated by clean cut borders... Appliers must also be thinkers.
- 8) Our capital is human. Personal initiative and creativity must be encouraged.
- 9) M.A.R.K.A. employees don't just fulfill their daily assignments. They must continuously improve themselves in order to sustain the development of their career and their command over their work.
- 10) The most important principles among the fundamental principles of M.A.R.K.A. that will enable it to grow are promptness (time economy) and optimal pricing (cost/value economy).

OUR MISSION

“We see advertising as increasing the sales, profitability and value of the brands we are responsible for through traditional channels and/or new means and methods.

We use our world-wide creativity for this purpose.”

WELCOME ON BOARD!

) Here you will have the opportunity to render service to the brands that either have the desire to grow or which are already well known. At the same time, you will work with senior advertisers or advertisers who know the business by heart. Use this opportunity well. Be prepared to work a lot and to be effective.

When we chose you, we believed that you were talented, ambitious, and had good inter-personal skills. If you are talented and lazy, or talented and crude, or over ambitious but not talented, you will not be able to hang on here. We want you to know this from the get-go.

WE ARE NOT YOUR TRADITIONAL ADVERTISERS!

- Here, we don't create advertisements to receive awards in contests (Crystal Apple, Cannes, Epica, Clio, Effie, etc.) and we don't enter in. Have you ever heard of a "crystal stethoscope" competition among doctors or a "golden scale" competition among lawyers?

Many agencies produce advertisements that will primarily influence other advertisers. They look at advertisements with a "this is an award-winning advertisement, this is not" approach. We only look at it with a "will this advertisement serve the purpose or not" approach.

We produce advertisements to increase the value and sales of the brand we work for. In order to achieve this, we not only use the traditional advertising channels, but also invent new methods and means. Sometimes we use just these new methods and means, sometimes we use just the traditional advertising channels, and sometimes we use both.

Anything that adds awareness of the brand or increases its value and

sales we call advertisement. An outdoor event, creating a new course, an innovative idea for the internet, a new package or a completely different display idea... It is our job to produce any kind of idea that will carry the brand we work for forward and increase its sales. This is our understanding of advertisement.

The only way to succeed here is to work very hard and to dedicate yourself to your work. Our job is not to create different, attractive or hot advertisements but to create different, engaging and hot brands.

Looking at the magnificent advertisements we've created here in the past, don't think this is a rose garden without any thorns. Many of our great ideas die due to the barriers we face, which cannot be overcome.

The only way you can succeed here is to work very hard and to dedicate yourself to your work.

SOME OF OUR IDEAS DIE

Many of our great ideas have come to life and increased the sales and the value of the brand which we work for successfully but we have just as much ideas that have died despite the fact that we believed they would be very successful. Causes of death vary. For instance, ideas have died because we could not convince our client despite all of our efforts.

Many good ideas die here. After each failed idea, we strive to find even better ideas with just as much excitement and this is what makes us M.A.R.K.A. Many agencies cannot take that risk; many surrender to circumstance (i.e. anything the customer says) and mundane practices and thus produce bad work. Then they blame the client for their failure and say, "What could we do, this is what the client wanted." Or, "We don't have a good client that understands good advertisement like so and so who works with the such and such agency!" What we say to them is, "There is no good or bad client; there is only a good or bad advertising agency."

If you fall in love with your idea and when it dies, lose your appetite and want to stay in bed for days then this is not the place

for you. Here, only those who feel the same excitement again after their idea dies will succeed. When the big idea we've created dies, we chase another big idea and find it without huffing and puffing. We don't give up easily.

Many agencies cannot afford to take the risk of bending over backwards and overcoming obstacles to lay down an extremely effective advertisement; they surrender to banality rather quickly.

We don't lose heart; even if our client wants something ordinary, we provide them advertisement ideas that will come out with a bang. If we cannot convince them, we create new ideas that will create a big bang, over and over again. If they cannot be convinced in any way, we say, "Fine, if you wish to throw your money away this much, throw it away through our agency's channel. That way, we will win rather than another agency." (By the way, we would like to underline that we do not face this situation very often.)

We don't lose heart; even if our client wants something ordinary, we provide them with advertisement ideas that will come out with a bang.

THINGS TO REMEMBER (ATTITUDE and CONDUCT)

- 1) We have confidence in ourselves, but we never talk down on anyone.
- 2) We strive for learning something new every day and producing new knowledge everyday within the scope of our "There's no all-knowing man, there is only a learning man" philosophy.
- 3) We tear apart bad ideas not weak people.
- 4) Honesty is essential.
- 5) We flatter ideas not people (those whose ideas are great receive their share of flattery) because those with self-motivation and enthusiasm do not need frequent boosting.
- 6) We know how to listen. We listen to others with open ears. We don't wait for our turn to speak without first listening to the other person.
- 7) Rationality and being good-intentioned opens every door here.
- 8) "We are all on the same team; there is no winning player in a losing team." We work with this mentality.
- 9) We don't have room for egoistic players that deny team play and that don't know how to share and don't pass to each other.

- 10) When we see someone who needs help, we set aside all work and help that person because helpers may also need help someday.
- 11) We first look at what part of the idea shared is 'good' and then we think about what part is 'bad'. This is the only way to not kill unique and good ideas before they can grow.
- 12) Anyone that radiates negative energy rather than positive energy is not one of us.
- 13) We don't remain silent. A silent and introverted team member prevents the entire team from producing results and developing a point of view.
- 14) We may not remain silent but we mustn't be outspoken, either.

If you absorb these rules, this place will become a haven for you.

IT'S EASY TO PRODUCE SUCCESSFUL ADVERTISEMENTS

- Yes, it is much easier to produce successful advertisement under this roof compared to many other 'agencies' because, for us, creating a successful advertisement is not complex; it is rather simple.

You may have a lot of information, i.e.; data, research and competitor analysis muddled up in your hands in a brief. The difficult thing is finding the stuff that are useful in that muddle and picking them out carefully with a pair of tweezers in order to remove any barriers. This difficulty may cause stomach spasms from time to time. The way to manage this is to keep an open mind, learn, work very hard every day and to have command over your work.

We know that “brilliance” is salvaging the problem from chaos and simplifying it. The ability to simplify chaos “brilliantly” is not only a must to impress the people out on the street but is also necessary when we present our work to our client.

...because the human brain absolutely loathes chaos.

I CAN'T PLAY, I'M PRESSED FOR TIME!

People who assert that they are “creative” generally complain about the lack of time. “I have so much work to do and I’m working with so many small details that I do not have time left to find brilliant ideas.” Although this chain of thought may appear to be rational, it is not accurate. Creating good ideas is not related to having loads of time at hand. It is irrelevant of location, time or your work load.

The ability to find a brilliant idea is only related to your firm belief in the fact that it exists and that you will find it. If you possess this belief, you can find the brilliant idea you need in the bathroom, while driving, taking a shower, eating, watering the garden, watching a movie, or having a chat with someone.

If you wait for loads of free time to find an idea, you’ll be hoping for impossible.

DON'T DO's

- 1) Don't make excuses.
- 2) Don't look down on anyone. Don't be cocky.
- 3) Don't run from responsibility, don't slack.
- 4) Don't pretend as if you're working.
- 5) Don't postpone.
- 6) Don't scorn, talk down, bad mouth.
- 7) Don't make promises you can't keep.
- 8) Don't be a blabbermouth.
- 9) Don't talk emptyly.
- 10) Don't wander around.
- 11) Don't say something is not possible.
- 12) Don't attack people.
- 13) Don't lie.
- 14) Don't close your ears.



- 1) Find a solution.
- 2) Have self-confidence.
- 3) Ask for responsibility
- 4) Work.
- 5) Use time efficiently.
- 6) Criticize with reason.
- 7) Keep your promises.
- 8) Protect the secrets of the agency and the client.
- 9) Use your brain, talk wisely.
- 10) Find something to do. For example, help someone.
- 11) You can do it if you want to.
- 12) Attack the idea (after you've stated the positive sides).
- 13) Always tell the truth.
- 14) Know how to listen.

PAST IS IN THE PAST

- We are proud of the work we've done in the past but we don't brag about it. They have taken their places in advertisement history.

For us, what's more important is the ambition to do better than yesterday.

Not all of our work may be magnificent but we always strive for our work to be above the average standard of M.A.R.K.A. Thus, we never produce bad work and sometimes even capture the "magnificent".

WE DON'T HOLD MEETINGS, WE WORK

) We hate long meetings where time is killed and only chit chat happens with empty words floating around. Many agencies prefer to hold long meetings with a roomful of people: We prefer to work.

Our favorite thing is a short meeting. We hold short meetings with the minimum number of people required and then quickly get back to our work.

Many meetings have the tendency to overrun. If that's the case, the first person to realize the situation should dismiss the meeting by saying, "c'mon girls, back to work." That meeting is considered to be successful if everyone leaving the room has clearly understood their responsibilities and what they need to do.

WE DON'T LIKE GOSSIP

) We don't gossip about anyone or any matter either in or outside the agency. We don't allow a topic that does not have news value or hold useful information for us to be beaten around through gossip.

If you come from an agency that gossips about anything and everything by forming small friend groups (a kind of gang), forget about it. M.A.R.K.A.'s culture does not allow this.

We don't even like gossip sites with "advertisement commentaries". No one at M.A.R.K.A. can partake in gossip, even online.

What influences people are the people who produce the work, not those who chit chat about the work.

IS THE DIRECTOR, THE DIRECTOR?

) If you carry a “director” title, this was not given to you so you can give out orders to everyone else and you can work less. It has been given to you for you to do what your title calls for- for you to manage. Your job is to ensure that the right work is done correctly, and manage work processes, deadlines, presentation processes, your time and your team’s time.

Your title has been given to you for you to work really hard. You have to be the one that produces, teaches, directs, initiates, motivates, encourages, follows up or concludes.

Productivity is reached by using time, the team and materials effectively. You must be the one that manages these.

Use this opportunity well; because the “director” title for those who cannot manage is only temporary.

ADVERTISORS AND THOSE IN THE ADVERTISEMENT BUSINESS

The “advertiser” is in love with advertisement. He/she goes to sleep with advertisement and wakes up with advertisement. He/she reads advertisement, reads branding, follows trends and brands and observes people.

What is each brand doing, which advertisement agency is carrying which brand to success, which advertisement agencies is causing which brand to go belly up? Which brands will go into hard times in the future if things go this way, what brands have potential? We follow closely. We take on this work without anyone ordering us to do it.

The “advertiser” is enthusiastic and passionate. He/she has a unique mind. (You may call this “fabric” rather than mind if you wish.)

If you are not the person we’ve described above, then, even though you are under the roof of an advertising agency, we suggest that you see yourself as “someone that works in the advertisement business” and set your goals accordingly rather than an advertiser.

If you are an “advertiser”, you do have a career here. If you are “someone that works in the advertisement business” and you complete the work you undertake here successfully you will also be happy.

If you are not of “advertiser” material, you should pursue being “someone that works in the advertisement business” and who is “irreplaceable” rather than being an “advertiser” otherwise you will be disappointed and unhappy.

It's a nice thing to be someone working in the advertising business. You will be happier than for instance a bank employee or a clerk at the land registry office.

If you are not of “advertiser” material, you should pursue being “someone that works in the advertisement business” and who is “irreplaceable” rather than being an “advertiser”.

BIG IDEAS SHOOT AHEAD

- Although having worked here for many years and knowing the clients thoroughly are important, it is more important to have good ideas, or 'big ideas'.

Advertisement ideas, ideas to improve work processes, presentation style ideas and basically any idea that will render our work more productive will move ahead.

EVERYTHING ON TIME

- Time is one of the most valuable resources we have. Using it on irrelevant things is a waste.

M.A.R.K.A. can never be a heaven for those who waste time.

Use your time wisely.

It is just as crucial to meet the deadline as it is to produce good advertisement. No one will say to you, "You were a couple weeks late but you've done great work."

From time to time we may ask for an extension from the client at least a couple days in order to produce a magnificent advertisement. But the last day or a few hours before the deadline is too late to say this.

"Deadline". Precisely the meaning **"line of death"**. Don't ever cross the line. Don't ever present something that is not up to our standards or that will be useless for the client in the name of never crossing the line.

HOW ENTERTAINING A JOB IS ADVERTISEMENT?

- Unlike some other agencies, we are not an agency that works with cruel guidelines. We prefer to work while having fun but we also take our job very seriously.

We don't like people who mix having fun and slacking off. Can you think of a hospital full of doctors and nurses that laugh obnoxiously, play pranks, and jabber around? There are, however, successful doctors who make reasonable jokes during a by-pass surgery.

I CAN'T RELAX, I'M PRESSED FOR MONEY!

- We've talked about how important of a resource time is and how considerably it should be used. Now we should think about how valuable money is and how wisely it needs to be used.

Many advertisers and advertising agencies think of money as just numbers. They fail to think of those numbers as real money that will come out of someone's wallet (i.e. the client).

We find a production budget of \$600,000 for a single film shoot or a photography shoot budget of \$15,000 for a single advertisement bizarre. Even if the client has loads of money, this is unnecessary. There is always a more effective solution.

We hate the culture of wastefulness. We are the children of a culture of savings. We use both the client's and the agency's resources in the most effective ways possible. We don't expend money in anything that is not an absolute necessity. We spend both our client's money and our own money wisely, really wisely...

For instance, the total budget of our “Accessories you can never find in an Audi” campaign in 1998 was \$400,000 (including film production, broadcasting, newspaper advertisement, magazine advertisement production and publishing).
The film production and broadcasting budget for our Regal “Slap” campaign in 2004 was \$250,000.

Our Zeki Triko “We’ve Missed the Sun” work was published in six magazines once and generated a PR value of \$16.5 million.

HEAVEN OR HELL?

) Of course, you will prefer heaven. We all want to live in heaven.

If you've read up to this point, you understand everything we've talked about and we all embrace the culture we've outlined; this place will be your heaven. If you do not embrace this culture, this place will turn into hell. Those of us who truly embrace this culture, who work towards establishing this culture, will not allow our heaven to turn into hell. In fact, this place will certainly become hell for those who do not embrace this culture.

We think you'll prefer heaven.

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