

2023

IMPACT REPORT

colle
mcvoy

OUR LEGACY AND COMMITMENT



For nearly 90 years, we've embraced doing good and acting purposefully for our employees, clients, community and the environment.

Becoming B Corp Certified in the spring of 2023 was a validation of this commitment and a significant milestone in Colle McVoy's ongoing commitment to build the agency of the future. Our B Corp Certification demonstrates our strong commitment to being better tomorrow than we are today as we work to create positive change for ourselves and our partners.

As a B Corp Certified company, we believe that all growth should be rooted in doing what's best for people, the planet and communities. We call this sustainable and inclusive business model Good Growth. It embodies what it takes to build brands in the new, ever-changing marketing landscape and go beyond the way things have always been done.

We invite you to review our latest impact report numbers that show our progress and how we're committed to being better tomorrow than we are today.

All stats based on data as of 12/31/23.

B CORP CERTIFICATION IS JUST THE BEGINNING



Colle McVoy is proud to be part of the global B Corp movement of more than 8,200 companies using business as a force for good.

The mission of the B Corp movement is to cultivate, mobilize and amplify the collective impact of a community of credible, stakeholder-driven business leaders to drive economic system changes for the benefit of all. Progressing as a society requires all organizations to move in the right direction and commit to good growth. It's the promise of this progress and the understanding that we're dependent on each other, and thus responsible for each other, that impels us to take action for future generations.

And that's why we work with companies at various stages of the journey to do better and take meaningful action to improve outcomes in their industries. By focusing on how we can all do better without leaving any industry behind, we can achieve the greatest progress for our planet.







ABOUT US

Welcome to the *Great Wide Open*TM

We find ourselves in the next great era of brand building, where change is constant, the potential for brands is limitless and the canvas for creativity is boundless. We call this the *Great Wide Open*. In this era, relationships matter more than ever.

Relationships: our North Star

Navigating the *Great Wide Open* takes solid connections. That’s why we immerse ourselves in our clients' businesses and build relationships that last three times the industry average. We also have an award-winning culture and diversity of thought that attracts top-notch talent and serves as the foundation for how we partner, flex and believe in each other.

-  Founded in 1935
-  210 employees
-  Star Tribune Best Place to Work 13 years in a row
-  Adweek's 2023 U.S. Midsize Agency of the Year
-  Ad Age 2024 A-List Standout Agency
-  Innovation SABRE Disruptive Agency of the Year (Exponent)

OUR PEOPLE

Our employees are happy, and it shows in our growing Net Promoter score, which remains above the industry average. We believe in equal pay, which has been demonstrated in our Equal Pay Certificate since 2016.

We also offer comprehensive and inclusive benefits including medical, dental, vision, life, and short- and long-term disability insurance, as well as fertility benefits and LGBTQIA+ inclusive care.

On top of that, we offer many perks including wellness stipends, tuition reimbursement, and interest-free bike and tech loans, plus our employees enjoy up to 25 PTO days, 15 paid holidays and generous paid parental leave.

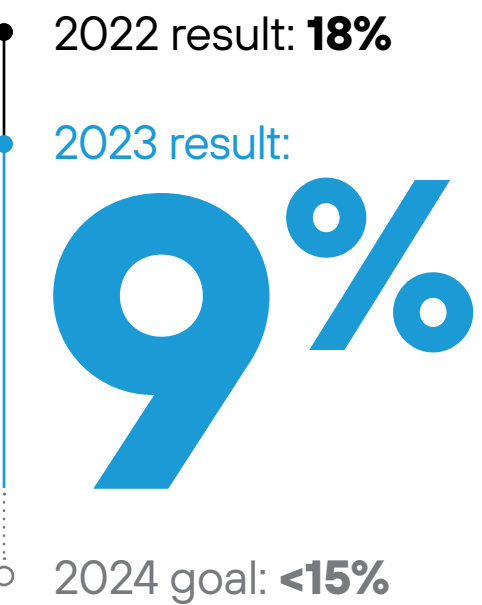
Employee Net Promoter Score



Equal Pay Certificate



Voluntary attrition

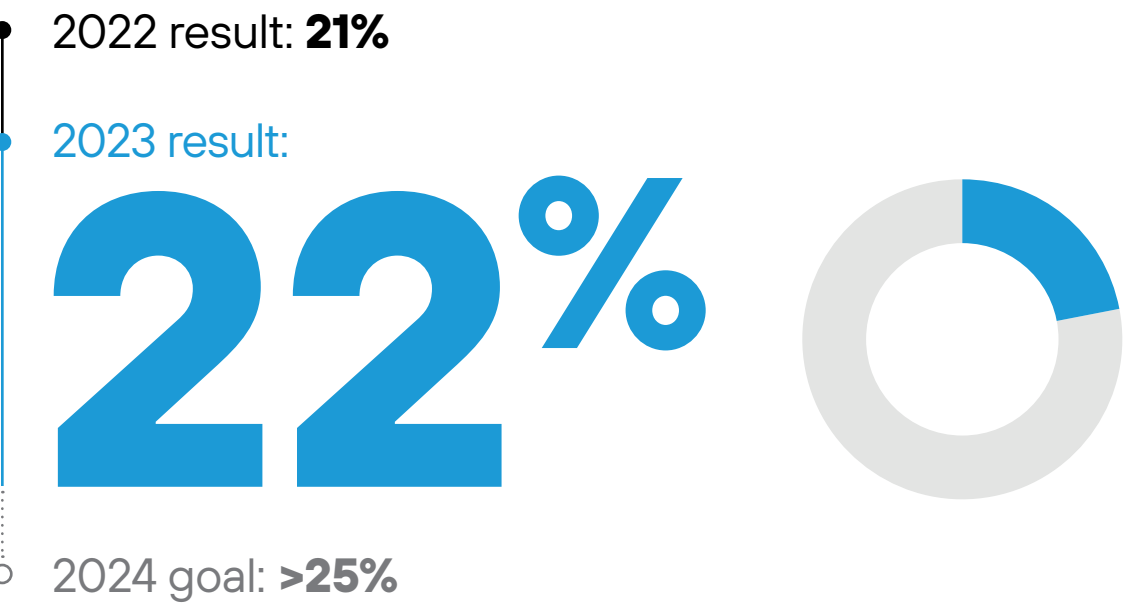


OUR PEOPLE (CONT.)

We're dedicated to creating an inclusive culture that reflects the society in which our work needs to resonate. We've evolved our hiring practices to ensure fairness and representation of historically underrepresented and marginalized groups within each open role. This includes working together with nonprofit organizations like the Multicultural Advertising Intern Program to hire multicultural talent and supporting The BrandLab, a nonprofit empowering underrepresented groups in marketing. While our BIPOC representation hasn't yet reached the state percentage, our goal is to not only mirror the state average but exceed it.

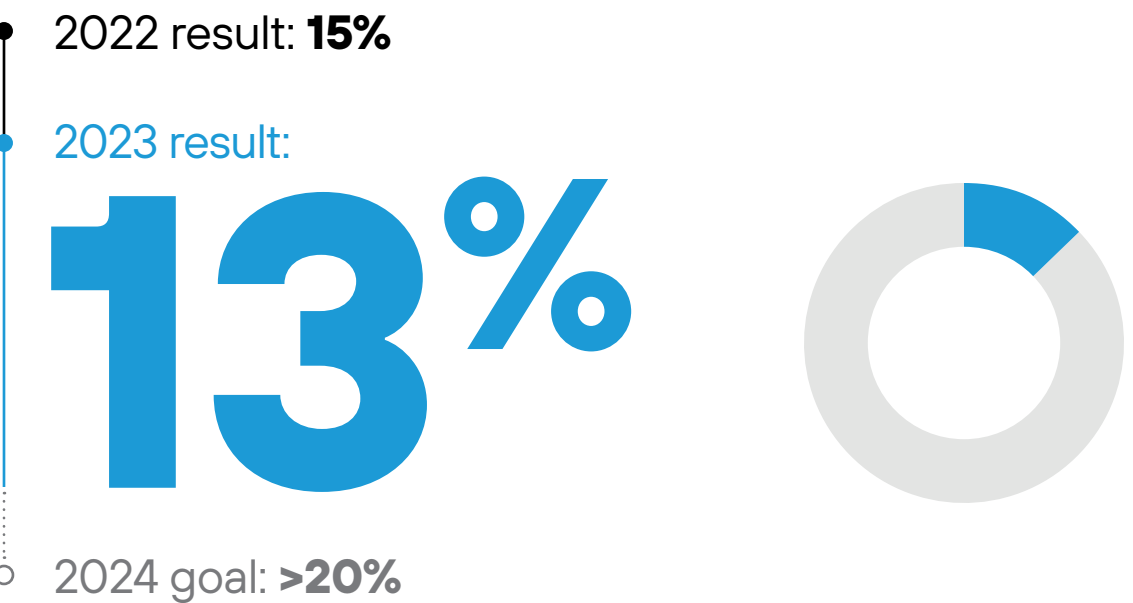
Within our organization, we have committed to elevating BIPOC talent with dedicated leadership and development training within our BIPOC employee resource group (ERG). We also have an Inclusion Council ERG and LGBTQIA+ ERG to foster more community and psychological safety.

BIPOC employees



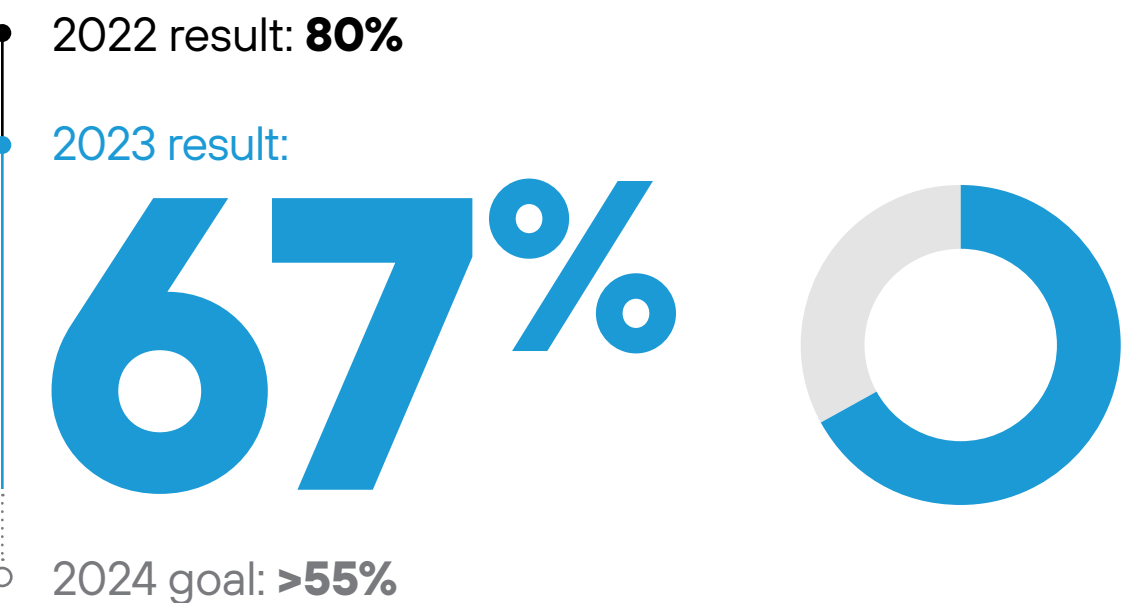
Leaders who identify as BIPOC

Associate director level and above

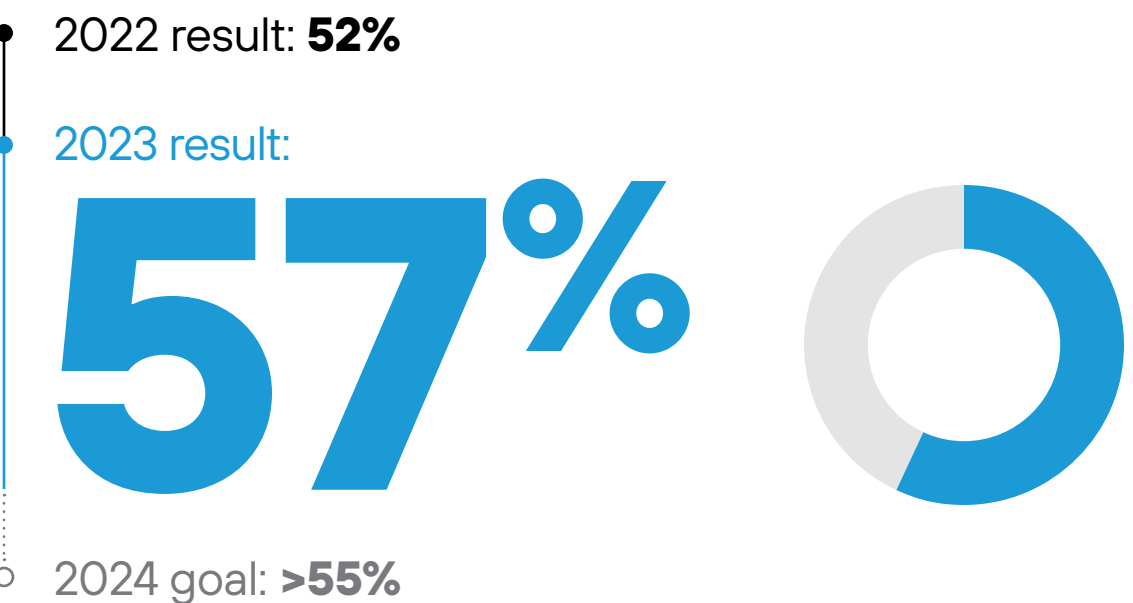


Leaders who identify as women

Executive level



Associate director level and above



Leadership and manager participation in DEIB training

97%

OUR PARTNERS

We take our relationships with partners seriously because we know that we must rely on each other to progress. We conduct a Client Net Promoter Score twice a year to gather feedback that fuels action plans and internal road maps for agency initiatives and improvements.

One area that we have tremendous financial influence in is advertising production. As part of an ongoing commitment to partner with socially sustainable companies and specialists, Colle McVoy mandates that the agency make deliberate efforts to consider the complete range of qualified people and companies before securing a contractual partner to execute production on behalf of our clients.

Client Net Promoter Score

2022 result: **8.59/10**

2023 result:



2024 goal: **8/10**

Large production spend with women- and BIPOC-owned local businesses as well as diverse talent*

2022 result: **16%**

2023 result:



2024 goal: **30%**

*All major creative production projects that require outsourcing at budget levels greater than \$100,000.

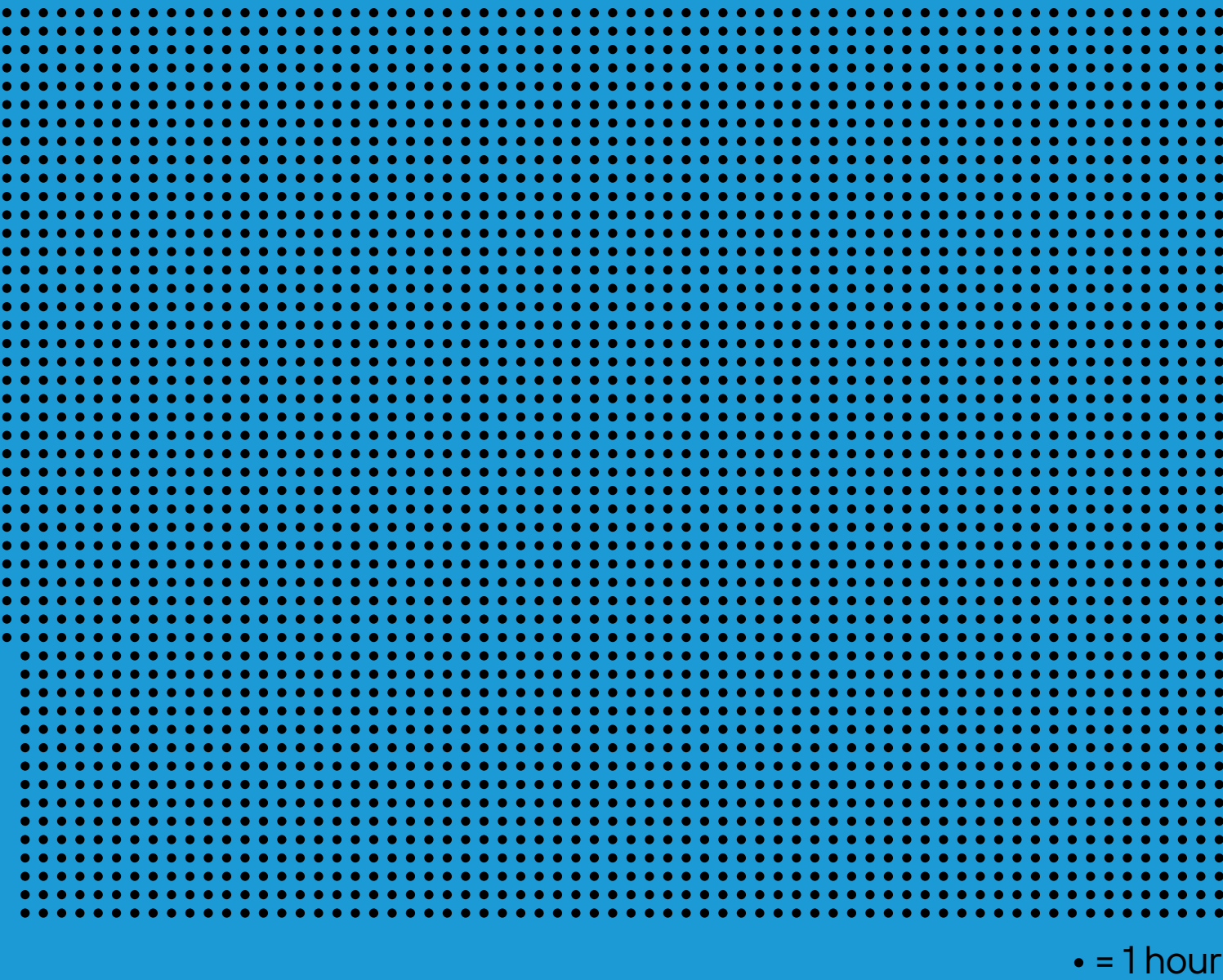
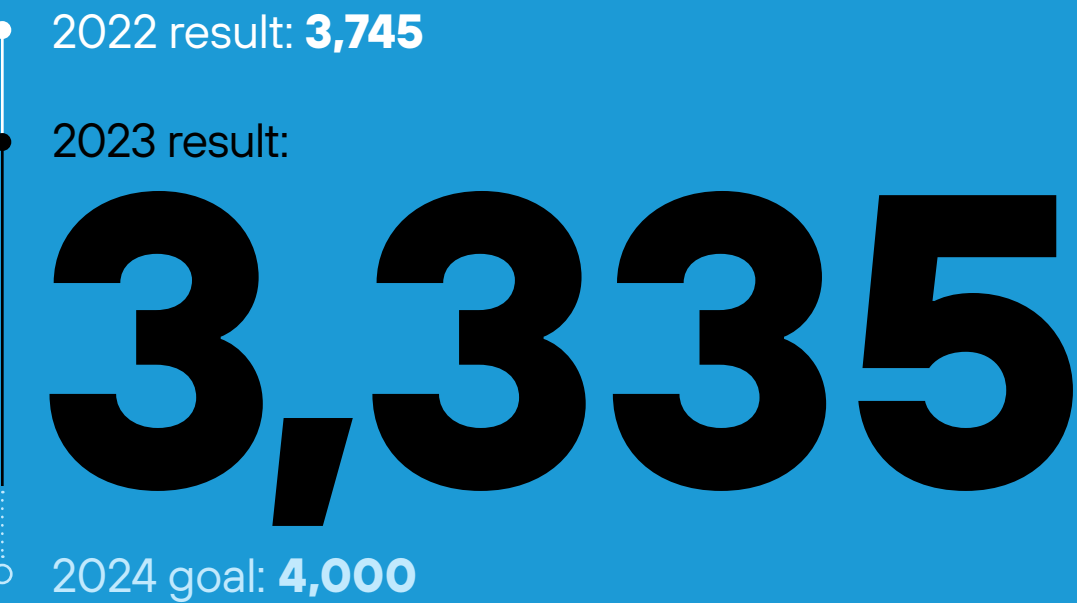
OUR COMMUNITY AND PLANET

We strive to make the communities we live in thrive. We demonstrate this through a commitment to volunteering, sharing our resources and reducing our negative impact on the planet. We're proud of our long-term partnerships with the Ad Council, The BrandLab, Culture Jambalaya and the Greater Minneapolis Crisis Nursery.

“Since October 2022 we’ve had volunteers show up at Greater Minneapolis Crisis Nursery each month to prepare and serve a meal to children. It’s been an opportunity for our team to come together with no work obligations or meetings and forge a bond over the act of service in giving back to our community as we prepare and serve a meal. Time in the kitchen preparing the meal gives us time to connect, grow and learn more about each other to strengthen our teams. This volunteer time is a reprieve, a time to give but also to grow.”

– Chelsey Werth, Senior Producer at Colle McVoy

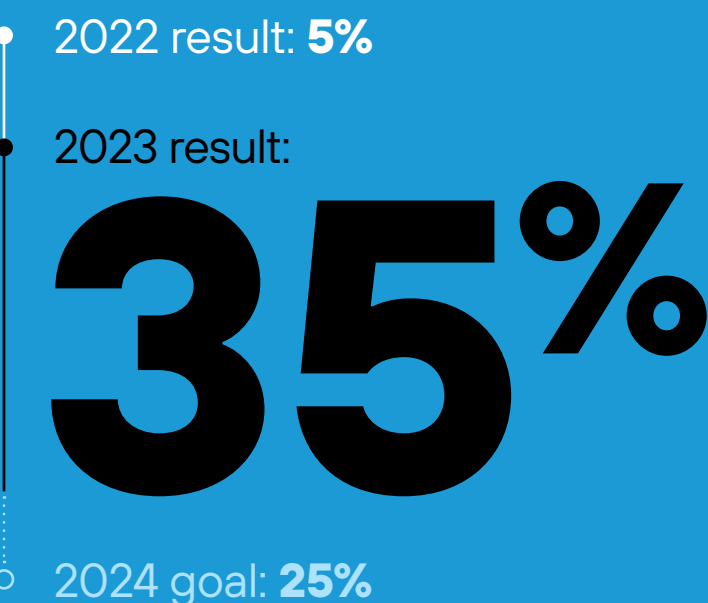
Employee volunteer hours



Donation of cash and pro bono initiatives to nonprofit organizations



Reduction and recycling of computer servers and equipment



We use creativity to build enduring relationships between forward-thinking brands and people. Join us on our continuous journey to *become better tomorrow* than we are today.





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