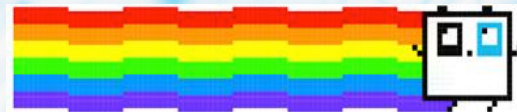




GROWING UP UNRULY

Rachel Davies
@unrulyco



CULTURE



OUR MISSION: **TO DELIVER THE MOST AWESOME SOCIAL VIDEO CAMPAIGNS ON THE PLANET!**

UNRULY

High growth video ad tech company

Run over **14,000** campaigns for **90%** of ad age 100 brands

Unique data set of **2 trillion** views

200 people across **15** offices

Global reach **1.35 billion** monthly unique users



UNRULY



3 FOUNDERS



10TH BIRTHDAY!

UNRULY

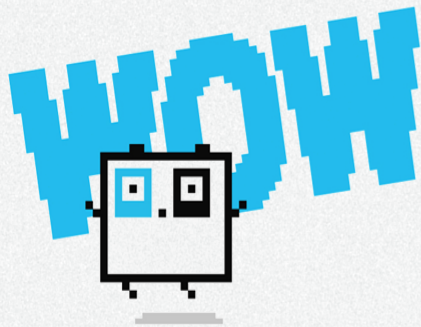


XP VALUES FROM THE START



- ◆ **Simplicity**
- ◆ **Communication**
- ◆ **Feedback**
- ◆ **Courage**
- ◆ **Respect**

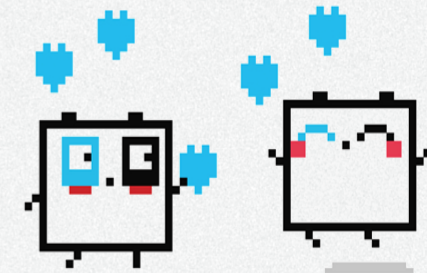
OUR **VALUES**



#DELIVERWOW



#INSPIRECHANGE



#SHARETHELOVE

HIRE FOR CULTURAL FIT

UNRULY



UNRULYDUCTION

UNRULY





PEOPLE & PLACES

OPEN WORKSPACE

UNRULY



MONDAY STANDUP



UNRULY



KITCHEN

UNRULY



THE LAB

UNRULY



THE RETREAT

UNRULY



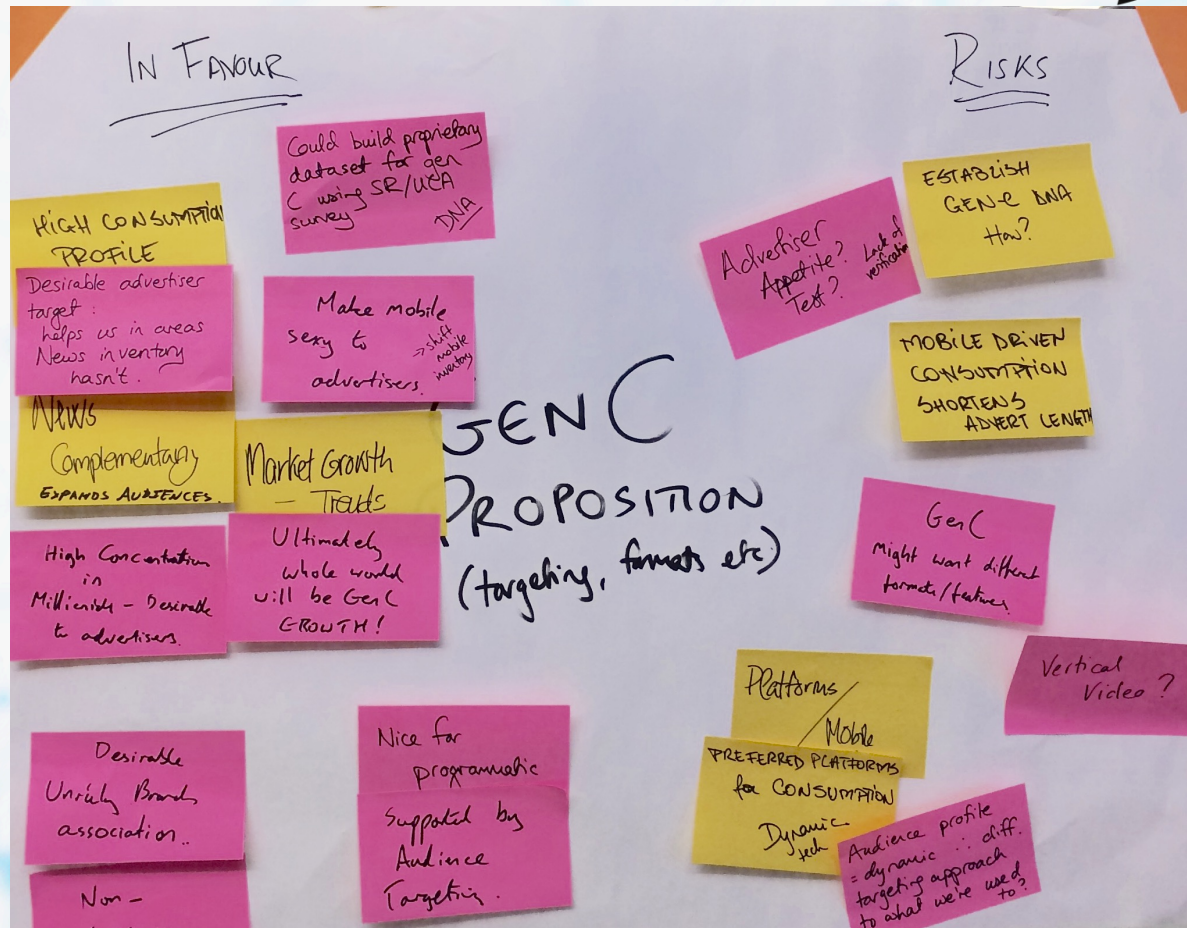
WE <3 LOLA

UNRULY



EXEC FEEDBACK

UNRULY

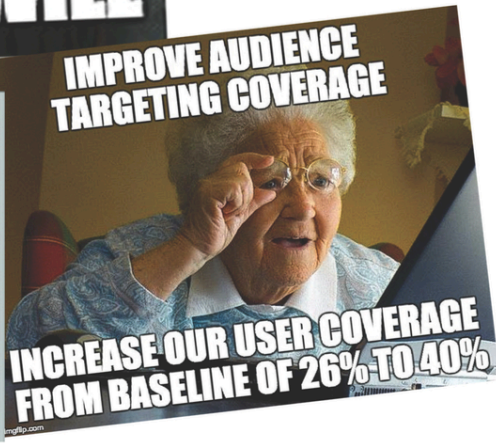
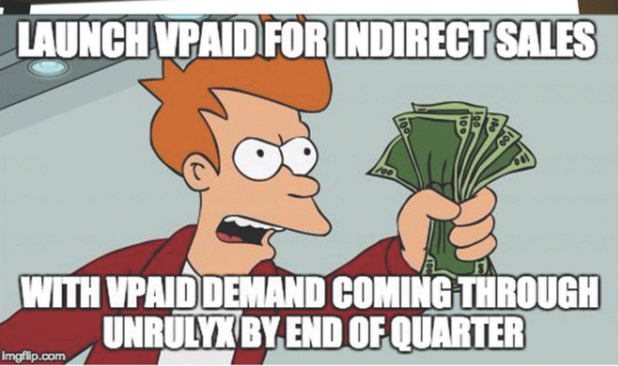
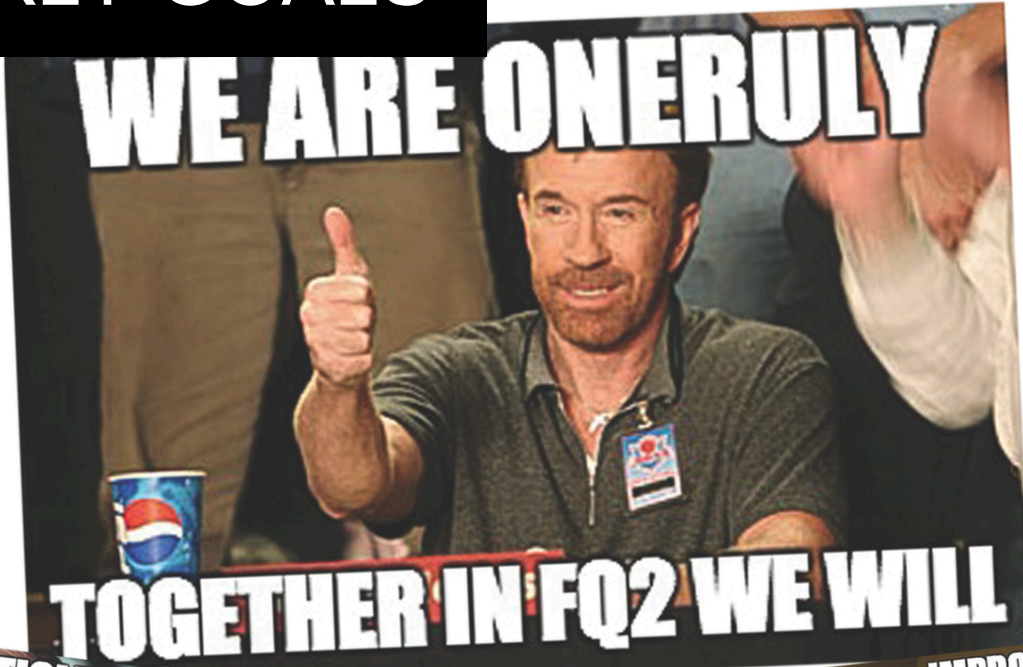


TOWN HALL

UNRULY



QUARTERLY GOALS



FRIDAY FLASH

UNRULY

With just three more weeks to go until the end of the quarter and our financial year, let's pull out all the stops, do everything we can to close late deals, and close the year out with a bang!

Sarah

Headlines

- Whoop! The comScore results are in and Unruly officially now has a global potential reach of 1.44bn UUs each month, up from 1.35bn 6 months ago. That's 76% of the world's online population. Collateral will be updated to reflect the new figures in the next brand audit.
- Big week for In-Article, with ad calls up 15% and the format being launched to the press in France and Germany. Great coverage across key titles in both territories, including [Viuz](#), [Yahoo Finance France](#), [News Deutschland](#), [Finanzen](#), [Offre Media](#) and [CB News](#)!

Friday Snaps

- It was [Unofficial international jean shirt day](#) in the NY office
- [Happy birthday](#) to [Nick T!!!](#)
- [Sia popped by the London office to work on some EOCs](#)
- Team Design flew out to Sweden to train the [SE Team](#) on how to set up the [Pop-Up FVL](#)
- Sarah spent time with [Team DE](#) in Hamburg
- Anya's SF Media Maven & Optimedia's Digital Supervisor, Felicia Mei, showed off her [Unruly bling](#)



PRO-DEV



UNRULY

SHARED OWNERSHIP: SPACE DESIGN



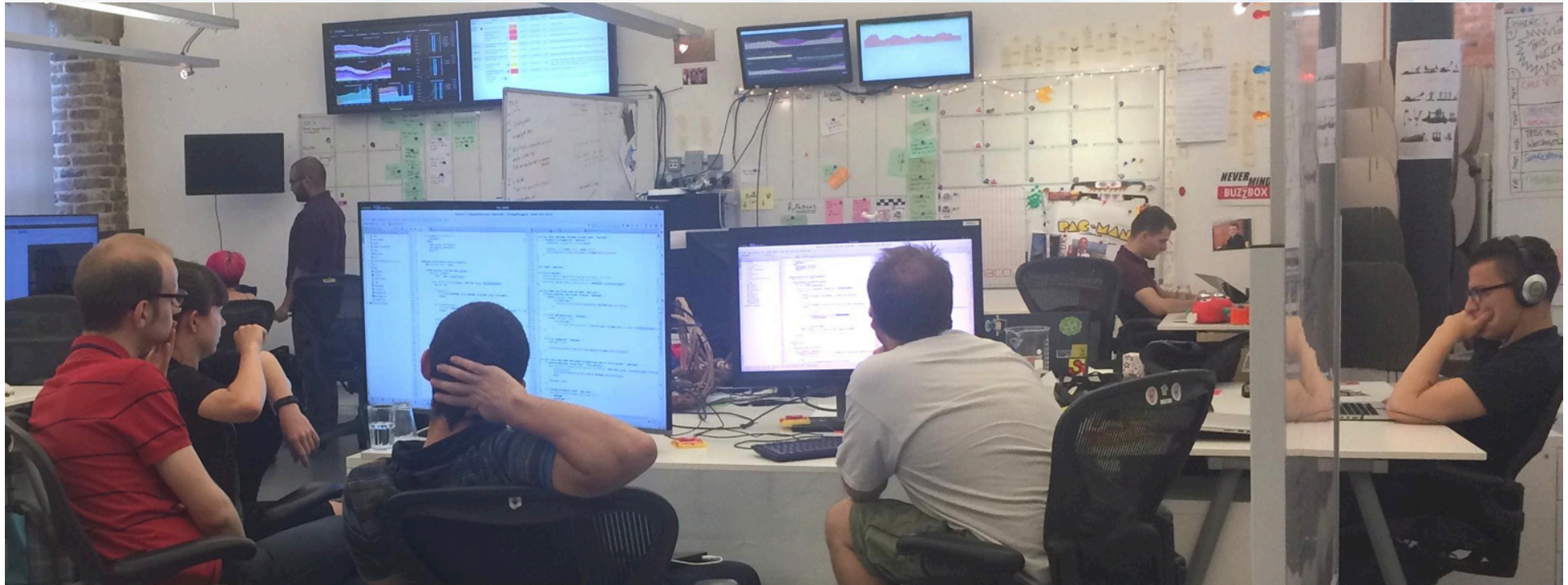
SHARED OWNERSHIP: PAIRING

UNRULY



SHARED OWNERSHIP: MOB

UNRULY



SHARED OWNERSHIP: STORIES



DAILY NEWS

UNRULY



“STRANDCAST”

HIRE GENERALISTS

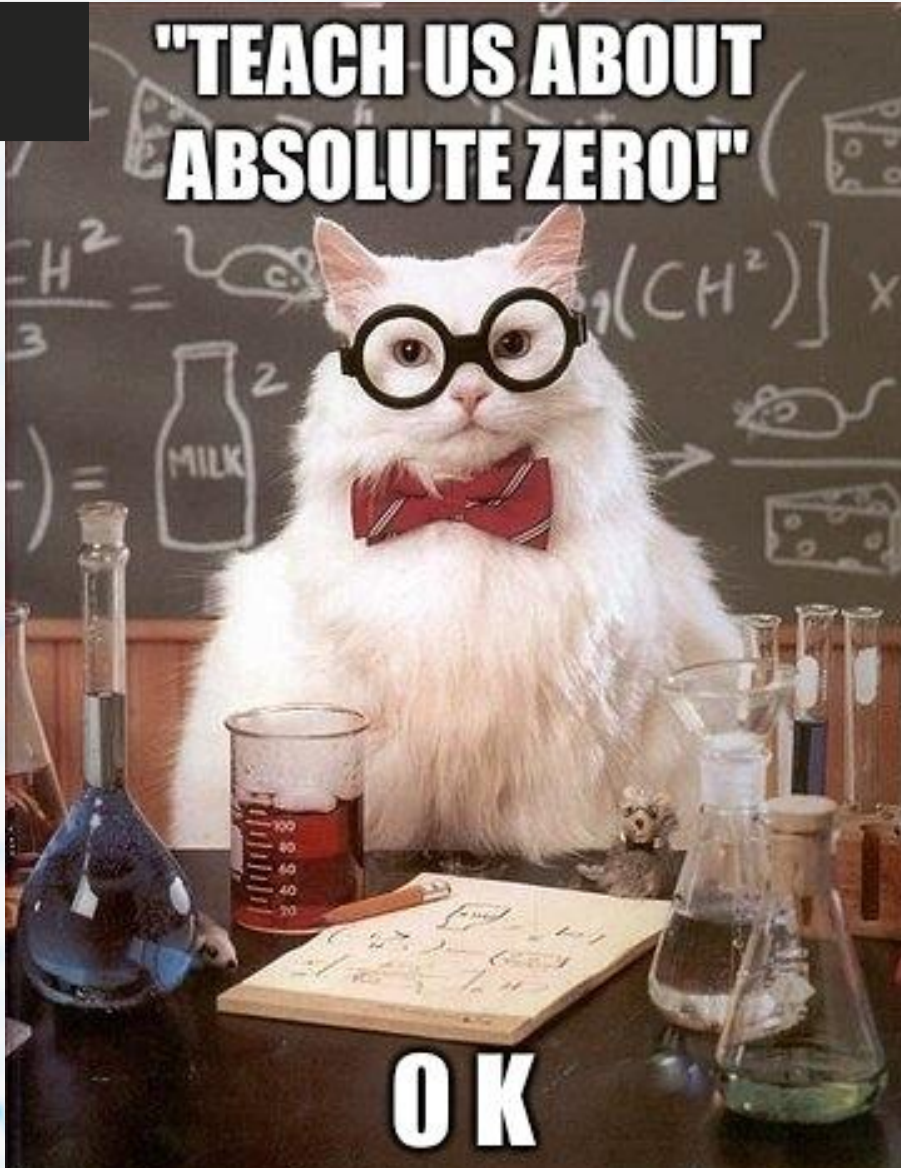
UNRULY



HIRE SPECIALISTS

"TEACH US ABOUT
ABSOLUTE ZERO!"

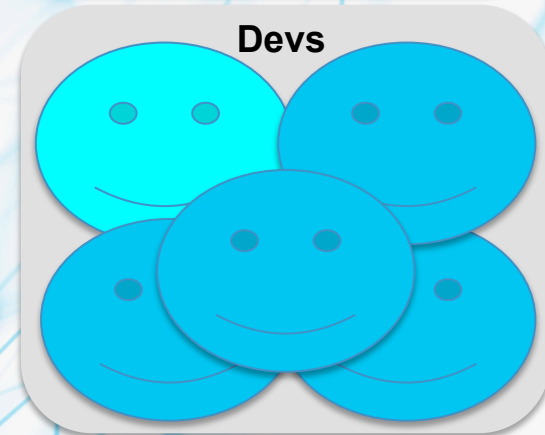
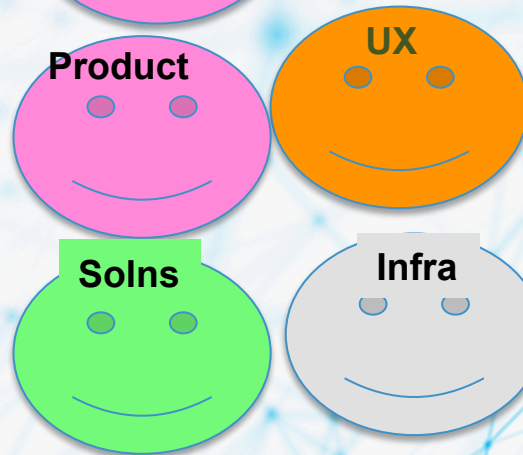
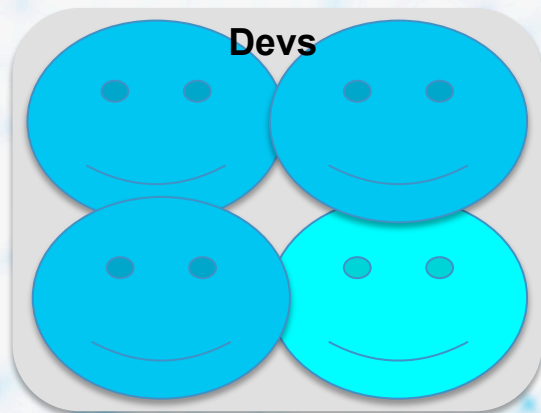
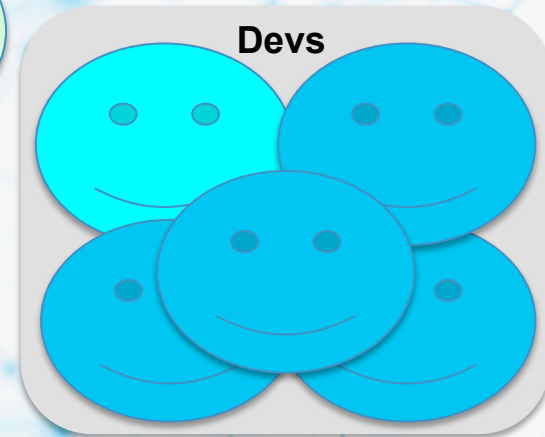
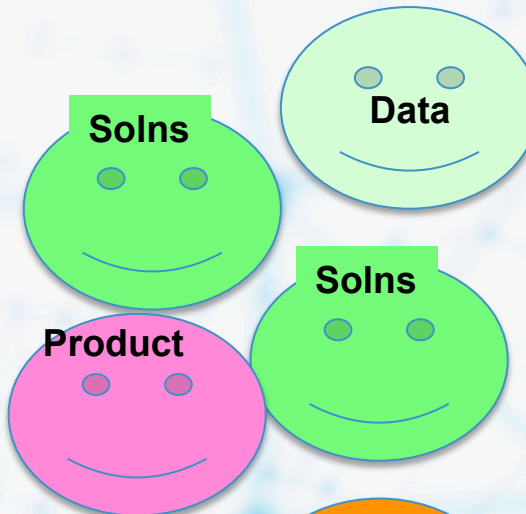
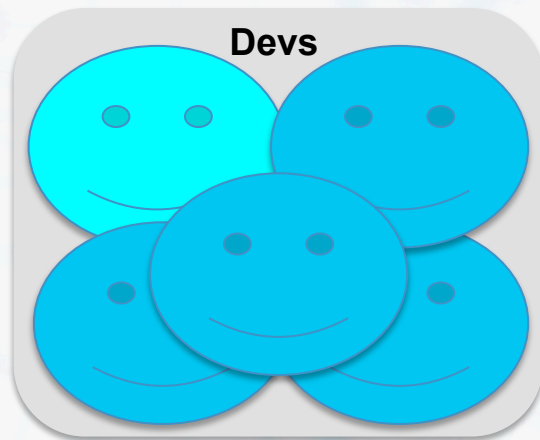
UNRULY



OK

SPECIALISTS COACH TEAMS

UNRULY



SHARED OWNERSHIP

RECRUITMENT



New Ted rota: from Holly, 503!

w/c	25 th Jan	Jahed
w/c	1 st feb	Greg Andrea
w/c	8 th feb	Sam
w/c	15 th feb	Greg
w/c	22 nd feb	Paul

LEARNING MAKES US HAPPY



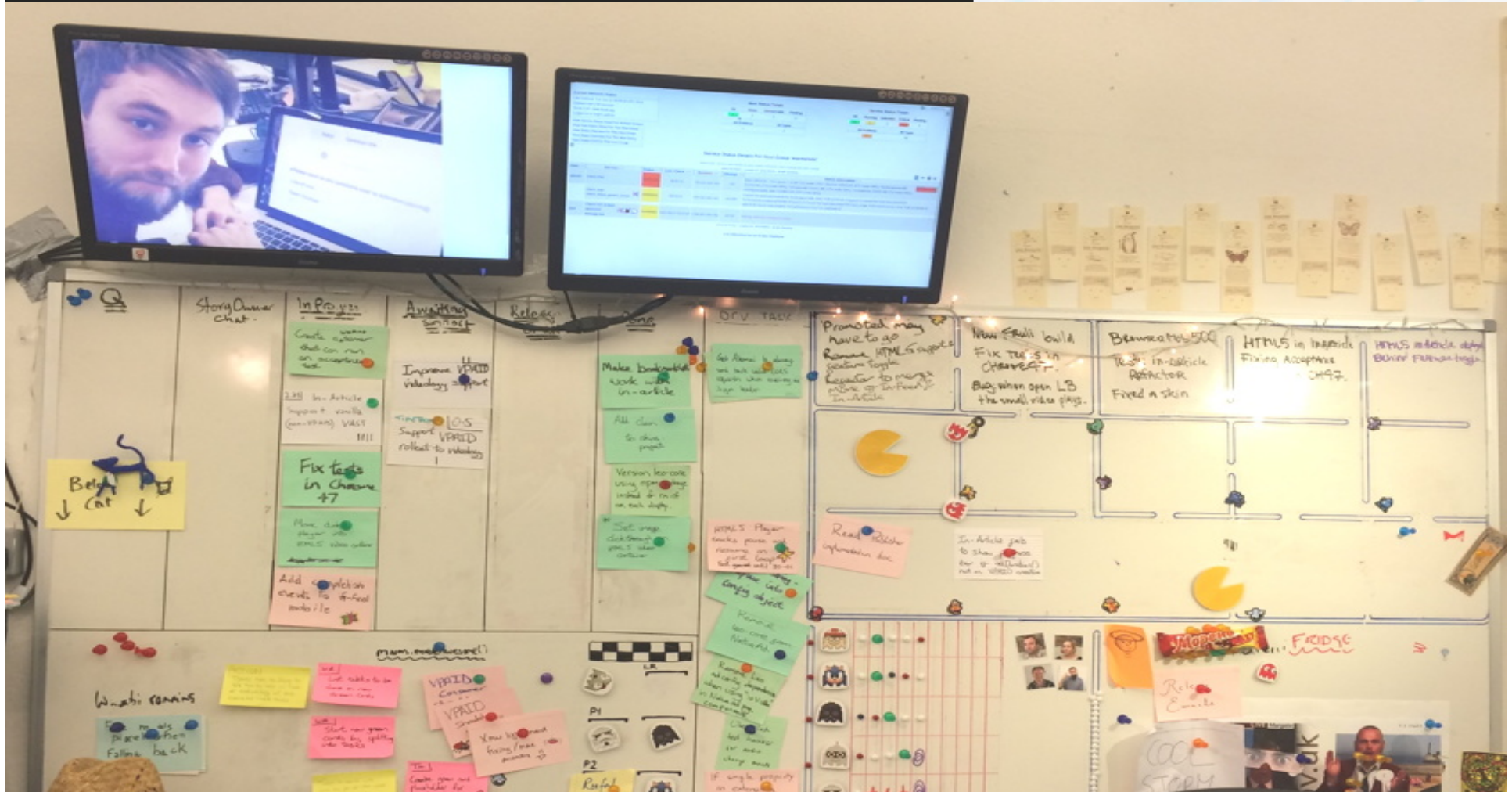
SHARING LEARNINGS: 20% TIME



SHARING LEARNING: DOJO



TEAM SPACE : PERSONAL TOUCHES



WE <3 LEARNINGS

UNRULY





TAKEAWAYS



CARE IT HAPPENS



TAKE TURNS



TRACK & REFLECT

VSM

Th F M T W Th F M T W

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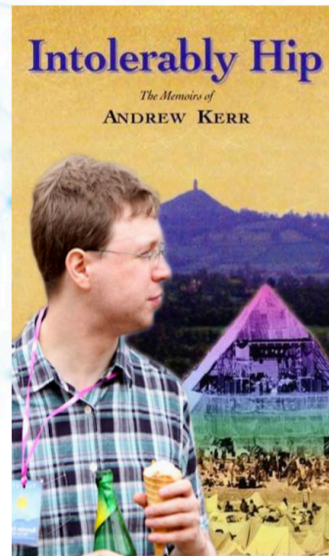
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☀️ ☹️ ☹️ ☹️ ^ ☹️ ☹️ ✖️

Marmale Tabasco

H

Enjoy Work



UNRULY

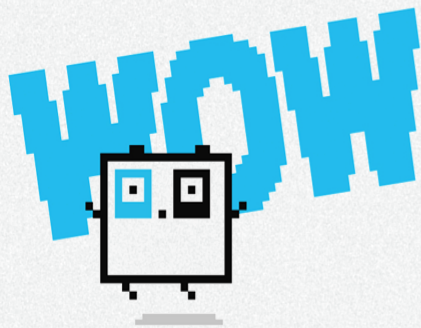


CREATE

SPACE



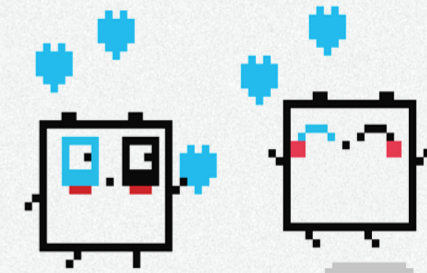
OUR **VALUES**



#DELIVERWOW



#INSPIRECHANGE



#SHARETHELOVE

UNRULY

THANK YOU

tech.unruly.co