

Cut the blather

Key deletions and livelier text made MRM's mission statement easier to read and understand.

Edited final copy

Our Mission

MRM Worldwide is committed to being the most relevant, effective, indispensable marketing agency in the digital world. We employ the most fearless and innovative talent in the industry to meet each client's unique challenges with positive, measurable results. Our strategic, creative, and technological expertise—including deep experience with segmentation, targeting, and analytic tools and methodologies—deliver the most effective marketing programs and platforms in the world. And we get better at it every single day.

Original submission

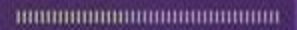
Our Mission

MRM Worldwide is committed to being the most relevant, effective, indispensable marketing agency in the digital world. We approach each client's unique challenges with utmost accountability for positive, measurable results. Our strategic, creative, and technological expertise – including deep experience with segmentation and targeting, and with proprietary analytic tools and methodologies – deliver the most effective marketing programs and platforms in the digital world. We continually strive to improve, to create even more efficient customer experiences for our client's marketing investment. We recruit and retain the best talent in the industry for their creativity, fearlessness, and ability to innovate. Some of the world's best brands rely on us to create positive changes in their customers' behavior and perceptions all around the globe. Our mission is to do just that.

Markup

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