

Assignment 1 Agency Creative Philosophies (Latinworks)

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The creative ad agency I chose to delve into for this assignment is Latinworks which are based in Austin, Texas. When choosing to write about this company I factored in several key features. The first being that they are local to my area. Second, they are a Latin and Hispanic focused company, which if truth be told we don't have enough of in our society. Lastly, after reading the information they provided on their website, they seemed like a company that I would consider trying to gain employment with after I graduate.

The creative philosophy that Latinworks is based around is the concept of culture. This involves both the corporate culture within Latinworks and the cultural community surrounding them. Manny Flores and Alejandro Ruelas describe this culture on their website by saying *"Culture is created through a natural tension – between diverse people, ideas, and values. We believe that brands thrive not by simply reflecting this culture, but by affecting it. Using an approach, we call Positive Friction, we harness the tension in today's society and inject the energy it creates into our work, effectively getting to great ideas that begin to change the culture itself"* (Flores, Ruelas, 2018). It's this idea of changing the culture around them that places Latinworks in the forefront of people's mind. This is especially true when they are surrounded by a very corporate-driven culture themselves.

Being of mixed decent I often draw upon my diverse background when working on creative projects. But to see such a successful and professional advertising agency doing the same expresses to me that they care about the input and the cultural relevance that their employees contribute. Providing services that include creative development, brand management, production, works in digital and social media, experiential marketing, media planning and buying and strategic planning have placed Latinworks ahead of some of its competitors.

Latinworks is one of the smaller agencies in the game with only 137 employees, but their diverse portfolio shows that they are able to creatively outthink some of it's larger opposition. This is reflected by the numerous awards and accolades that Latinworks have won over the years. Some of these awards include winning the Ad Age "Multicultural Agency of the Year" award three times, and Ad Age's "Agency A-list" twice. They were also formally recognized by Forbes as one of the "Most influential Agencies." Obviously due in no small part to its

leadership creative dream team. The dream team is comprised of its founders, CEO Manny Flores, CMO Alejandro Ruelas, Chief Culture Officer Partner Christy Kranik, CFO Scott Radigk, SVP Managing Director Leo Olper, Executive Creative Director Serge Flores, VP Experiential Marketing Luis Guido, VP Financial Operations Michelle Aldrich, VP Group Director Jaime Gonzalez-Mir, Group Media Buying Director Chloe King, and Media Director Nicole Arena.

Being the David that competes with the Goliaths in the industry is no small feat. The affects are far more impressive when you consider that Latinworks only turned twenty years old this year. However, their work speaks for itself and their portfolio is as diverse as the culture they foster. Some of their clients include The MLB, Target, Jack Daniels, Starbucks, Marriot, Mars, and Wrigley. All of which are heavy hitters and tend to be very particular about what agencies they choose to work with.

Designing ads for corporations isn't the only thing that Latinworks is passionate about. When the Central American Refugee Crisis was underway in 2014 their employees stepped in to help in any way that they could. According to The Austin Chronicle *"The 137 employees have collected toiletries, first aid kits, shoes, clothes, coloring books and toys. As of earlier this week, four trips had been made to the Greyhound bus station in Laredo, where refugees are dropped off after being released from detention centers to the custody of relatives while they await deportation hearings"* (Cantu, 2014).

This shows how representing, respecting and cultivating culture in your workplace can have a significant impact on the society around you. When you allow people to be passionate about who they are and where they come from it makes them not only want to be more productive for your company, it also instills in them the desire to give back.

Personally, when looking to work for a company, I will always choose the one that accepts who I am as a Hispanic and the roots of my background over a company that does the opposite. In my opinion, you can't be creative if you're not allowed to draw inspiration from those things that made you who you are.

References

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