

A GLOBAL CREATIVE DEMOCRACY

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Chairman, Author of
"Creative Democracy"

WONGDOODY[®]

If you could have one super power, what would it be? X-ray vision? The ability to fly? Shooting flames from your fingertips?

Aquaman, a secondary superhero to the likes of Superman and Wonder Woman, always intrigued me. He lives underwater, can talk to fish, and get them to do his bidding.

I feel like WONGDOODY is a lot like Aquaman, and our industry like the ocean. For years, we've thrived in the sea of mighty mass-media advertising, retail experiences and branded digital engagements.

We don't talk to fish, but we do talk to consumers. We get them to listen, feel - even obey. We do that through creative experiences that converge at the intersection of advertising, retail and technology.

CREATIVITY IS OUR SUPERPOWER

While Aquaman can connect with legions of sharks and squids to subdue evildoers, we connect with consumers to engage with brands they've never heard of before.

Yet today, our clients face challenges that require answers from us that are much bigger, more challenging and much more complex than a simple TV commercial, retail promotion or social media campaign.

We love the challenge. Now, more than ever, creativity can affect more than marketing. It can revolutionize how brands interact with customers, generate new products and service lines, change how businesses operate.

But when it comes to complete digital transformation, deep data and analytics, world-changing engineering and technology, our powers are limited. Think Aquaman trying to command fish in outer space.

COMBINING SUPERPOWERS

So, Ben Wiener and I went on a search to find a strategic partner that would complement what we do, that could take us to different worlds. Someone to combine super powers with.

After overtures from the usual suspects (holding companies, private equity firms, management consultancies, etc.), we found Infosys. On the surface, it may seem like an odd

match. But the more we got to know their team, the clearer it became. Certainly, the breadth of capabilities Infosys adds to WONGDOODY transforms us and our ability to meet our clients' needs today and for the future.

And now, we join one of the largest, most successful global tech companies on the planet. It's like Aquaman joining the Super Friends, a union of the greatest superpowers in the galaxy. (Enter Superman, Wonder Woman, and Batman.)

But it was the intangibles that made the difference.

CULTURE, CULTURE, CULTURE

Like us, Infosys believes that clients come first, and doing the right thing for clients isn't just a smart business strategy, but a core value. Infosys cherishes culture, and recognizes that people are the key to doing great work while building enduring relationships. And like us, Infosys values humility. They share our belief that when you get egos out of the way, great work happens, and it doesn't matter who gets the credit.

They too believe and live by a "democracy."

WE ARE NOW A GLOBAL DEMOCRACY

Infosys and Infosys Digital Studios offer us the almost limitless powers of capturing, managing and implementing data and technology. They offer the world's best in strategizing and executing digital transformation. They give us the opportunity to interact at the highest levels of business and industry on a global scale.

What we offer them is industry-leading creativity in developing and executing brand experiences. New thinking, new talent and innovation from our world to theirs.

Like the Super Friends, we are better, stronger and more powerful together than apart. Each unique, with powers that don't overlap, but complement. Each understanding how we fit together symbiotically, how we collaborate fluidly despite differing origins, cultures and roots.

True end-to-end. We are now ready to take on any business challenge the world has to offer.

Why have one super power when you can have them all?