

WELCOME TO THE MARTIN GROUP.

WE'RE THRILLED TO MEET  **YOU**

THIS IS A SPECIAL PLACE, FULL OF UNIQUE PEOPLE THAT DO THE MOST TO TELL GREAT STORIES, GET RESULTS, AND MAKE A DIFFERENCE FOR OUR CLIENTS, OURSELVES AND OUR COMMUNITIES. THAT MIGHT LOOK LIKE GOING ABOVE AND BEYOND WHEN DELIVERING A CAMPAIGN, HELPING OUT A COWORKER WHEN THEY NEED IT MOST, OR DIGGING IN TO EFFORTS THAT SUPPORT THE CAUSES MOST IMPORTANT TO US.

IF YOU'RE READING THIS, YOU PROBABLY THINK THE SAME WAY. WE'RE LOOKING FORWARD TO WORKING TOGETHER, CREATING TOGETHER, AND BRINGING SOMETHING NEW—WHETHER IT'S AN IDEA, A BRAND, OR A FRIENDSHIP—TO THE WORLD.

WHETHER YOU'RE AN OLD FRIEND OF OURS OR A NEW ONE, HERE ARE SOME OF THE MOST IMPORTANT THINGS TO KNOW ABOUT US.

WHAT

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THE MARTIN GROUP IS A BEST-IN-CLASS
INTEGRATED COMMUNICATIONS FIRM,
EXECUTING AT THE HIGHEST LEVEL
ACROSS ALL OUR DISCIPLINES.



We work with premier clients who value the power of the brand, strategic thinking, data-driving solutions, uncompromising service, personal integrity, and compelling creative.



We collaborate closely with our clients to develop customized, end-to-end marketing communications solutions that move the target audience to act.



We believe that effectively delivered, powerful communications spur business innovation, drive change and shape the human experience.

**THE
THING
ALWAYS**

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**WE CAN
PROMISE**

TO BE THE MARKETING
COMMUNICATIONS PARTNER THAT
UNIQUELY COMBINES ITS TALENT,
PASSION, AND CONNECTIVITY TO
EVERY RELATIONSHIP IT HAS,
RESULTING IN A MEANINGFUL
DIFFERENCE FOR THOSE WE
SERVE AND PARTNER WITH.

AN EXPRESSION OF WHAT
MAKES US

******US*

THIS IS THE PLACE.
WHERE CREATIVITY MEETS CAMARADERIE.
AND WHAT WE MAKE IS NEVER JUST NOISE.

WE'RE HERE FOR THE LOVE OF THE WORK.
FOR OUR CLIENTS, OUR PARTNERS, AND THE
COMMUNITIES WE SHARE. FOR MAKING SURE
EACH IMPRESSION LEAVES A LASTING ONE.

WE CREATE. WE COLLABORATE. WE CELEBRATE.

WE AMPLIFY CAUSES AND ELEVATE BRANDS.
TAKE CHALLENGES IN STRIDE AND RISE TO EVERY
OCCASION. AND FOCUS ON THE DETAILS THAT
DRAW THE BIGGER PICTURE.

PUSHING FOR PROGRESS AND LEAVING OUR MARK.
BECAUSE THE DIFFERENCE IS MAKING ONE.

**WHAT'S MOST
!!!!!!!!!!!!!!IMPORTANT!!!!!!!!!!!!!!
TO US**

1

PASSION

WE LOVE WHAT WE DO AND CARE GREATLY
ABOUT HOW WE DO IT.

2

CONNECTION

WE ARE DEEPLY ENGAGED WITH OUR TEAM,
OUR CLIENTS, AND OUR COMMUNITY.

3

CREATIVITY

WE THINK OF SOLUTIONS DIFFERENTLY AND
EXECUTE THEM WITH PRECISION.

4

DRIVE

WE ARE COMMITTED TO PROFESSIONAL
GROWTH AND PROPELLING CLIENT SUCCESS.

THE

WAY

WE

→ → → → → → → → THINGS

Commitment

We are committed to associates, clients, peers, communities, the highest quality, and to doing the right thing.

Advancement

Advancement is fundamental to the work we do, whether we are adopting new technology and finding better ways to serve our clients, developing our staff to offer better insights and bring the latest strategies and solutions to a marketing challenge, forging strategic partnerships that advance our capabilities, or learning from one another to respond to the changing world around us, we are constantly evolving and advancing as a team and an organization.

Community

The Martin Group has been built on the good will and good work that it has offered to the business and marketing community, and the community-at-large. We believe in the importance of creating a vibrant, positive, and creative culture within our company, and we seek business partners and relationships with whom we can continue to shape and move the community forward.

Excellence

Our continued success is linked to our commitment to excellence in all that we do: from being recognized by our industry peers for outstanding work, to how we select our vendors, and how we restore an historic building in downtown Buffalo for our firm's headquarters. We align ourselves with others who are "best-in-class" and who strive for excellence in their respective fields, including those who we hire to be part of our team.