

**LET'S DO  
SOMETHING**



**GRAB A BREW...**



**When you focus  
on problems,  
you'll have more  
problems. When  
you focus on  
possibilities,  
you'll have more  
opportunities.**

# Hello, we're M3.

We're a creative agency who've spent over two decades busily going about our business doing good, successful work for lots of brilliant clients.

So far, so great.

But then we thought, maybe we can do more.

Maybe it's time to change things up.

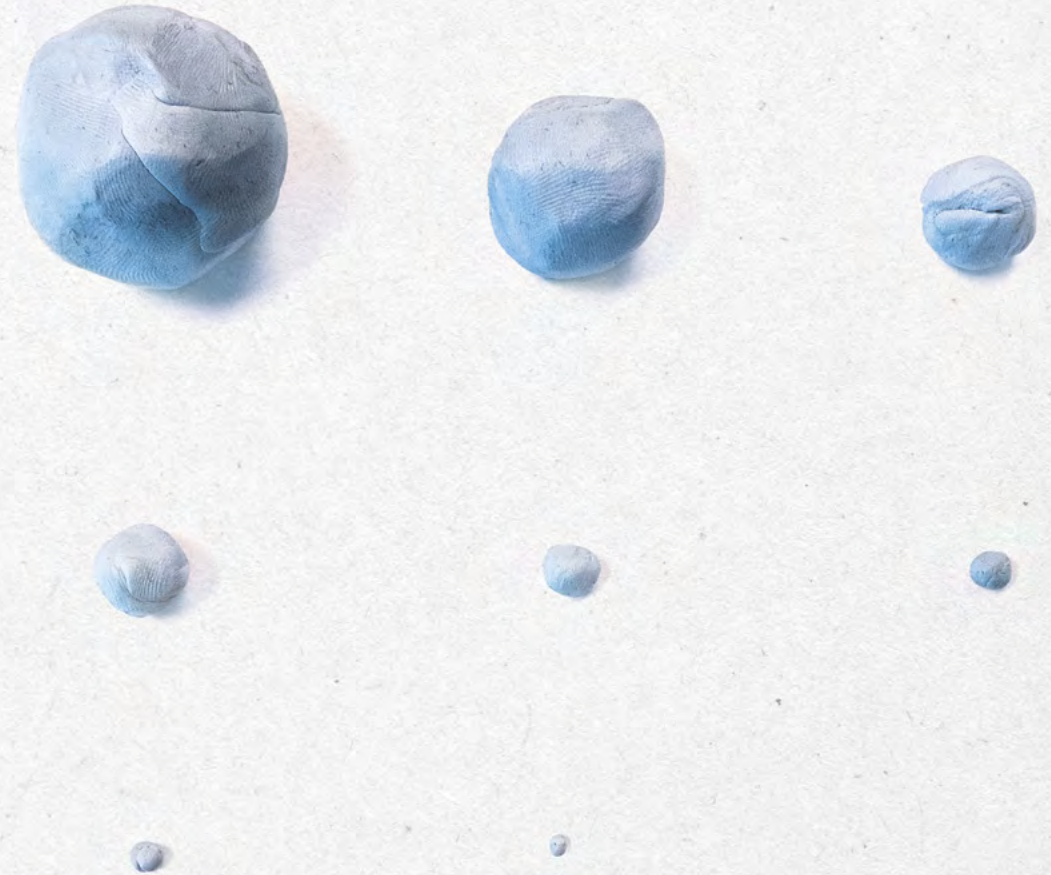
To make things even better for the clients we have.  
And give the clients we don't have more reasons to work with us.

To ask ourselves, "What kind of agency do we really want to be?"

"What makes us different?"

"And, where does all the Blu Tack go?"

All tough questions. All worth asking.





# A BRAND NEW BRAND

**We decided to rethink and refocus. To rebrand from the inside out.**

**To take everything about the way we look, sound and work...**

**...and make it better, bolder and...a bit more brilliant.**

**We rattled some cages and opened some cans of worms. Which was as noisy and sticky as it sounds.**

**Because we know we can be stronger. We know that wrong answers matter as much as right ones. And we know that open minds are good for every relationship.**

**We've got a new approach, some new faces and exciting new plans.**

**We've come a long way, and this book will tell you about where we've got to – and how much fun the journey has been so far.**

**We're still working on the Blu Tack thing though. So don't expect any revelations on that score.**



CAN'T  
YOU  
JUST  
TWEET  
ME?



Yes, it's not very fashionable.  
A book in an age when, supposedly,  
you need to get your message  
across in two seconds.

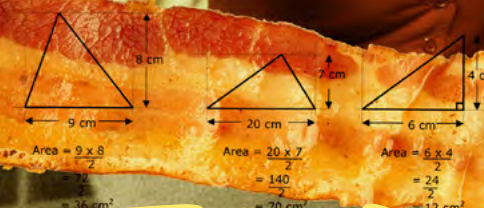
We know all about that, especially  
our digital experts. But we also know  
that stories need to be told right.

In a way that's beautiful and fun.  
A way that takes time, rather than  
fills it.

When you're holding a good book,  
you can escape, get lost.

Are you sitting comfortably?





# THREEMENDOUS





# The magic of 3

**You can't miss it.**

**It's part of the natural order.**

**It just feels...right.**

**Logical, balanced, powerful.**

*(See, anything sounds good in threes.)*

**Traffic lights to Holy Trinities.**

**Bee Gees to Blind Mice.**

**Harry, Ron and Hermione.**

**Ready, Steady and their good friend Go.**

**There are three primary colours.**

**We live on the third planet from the Sun.**

**Protons, neutrons and electrons build atoms.**

**Which make up everything there is.**

**Three is fundamental.**

**Three makes sense.**

**Three works.**

**And three governs and guides us here at M3.**

*(After all, a 3 is just an M on its side)*

**Three is past, present and future.**

**Mind, body and spirit.**

**Stop, look and listen.**

**Think it, say it and do it.**

**Creative, pragmatic and smart.**

**So let's go.**

**3, 2, 1...**





**NEW!**

Elon Musk.

Joseph Bazalgette.

J.K.Rowling.

Levi Roots.

Coco Chanel.

Tony Stratton of TS  
Plumbing and Heating,  
Huddersfield.

Whoever invented door  
stoppers.

Every single one of them,  
at some point, thought  
“let’s do something.”







TO DO

Is a lifestyle not a list.





# WELCOME TO THE DISCOMFORT ZONE

**Sit down, take the weight off, relax.**

**Funny how being comfortable often means doing nothing.**

**Which is great after work. But that armchair you're in, the snacks you're eating, the tablet you're flicking through... they were all created by people who were anything but comfortable with the way things were.**



You know that guy who got really famous for almost doing that amazing thing, but then decided not to bother?

No, us neither.



# MEET OTTO

1916, Otto Frederick Rohwedder was running three respectable jewellery businesses in St. Joseph, Missouri. But he gave it all up to do something else. He didn't have to, he didn't need to, but he wanted to. See, Otto was convinced he could create something far more valuable than diamonds and ruby rings. A device capable of saving humanity the time, inconvenience and doorstep-creating hassle of slicing its own bread.

It wasn't easy. Otto sold his business to finance his dream. Investing in months of painstaking research, development and experimentation as he endeavoured to create a machine with the same dexterity as a person with a bread knife.

But just as the blood, sweat and flour looked like it was about to pay off, a factory fire destroyed Otto's prototype and blueprints. Years of work, up in smoke. But he never gave up – rethinking and refinancing, getting deeper in debt and struggling to fine-tune his machine. Until finally, some 11 years after his ground-breaking idea, Otto unveiled a production line model capable of slicing and wrapping a loaf of soft white bread.

And the rest, as they say, is sandwiches.

We think that doing something you believe in and seeing it through – no matter how long it takes – is simply the best thing.









Do fish fingers go to heaven?

## **KIDS.** **THEY NEVER** **STOP ASKING** **QUESTIONS.**

What makes the sky blue?

Why don't crabs have eyebrows?

Why does Donald Duck wear a top but no bottoms?

Why is there a light in the fridge if we're not supposed to eat at night?

Why are flats called flats when they're so tall?

Why is the Sun so spicy?

Why didn't you call me Dave?

**YOU CAN GET ANNOYED BY IT. OR GET INSPIRED. START ASKING A FEW MORE QUESTIONS. A LOT MORE QUESTIONS. QUESTION EVERYTHING. BECAUSE WHEN YOU STOP ACCEPTING THINGS AND START QUESTIONING THEM, IT'S EASIER TO SEE WHERE THEY CAN BE BETTER.**



# INTERMISSION

WE'RE GOING TO TAKE A SHORT BREAK.

WHY NOT DO SOMETHING WHILE YOU WAIT?



LET'S DO SOMETHING ©M3.AGENCY MMXVIII



# WHERE'S MY TAP DANCING ELEPHANT?

Other agencies will tell you they can do anything.

That they have the skills and experience to achieve any possible outcome your business needs.

They're wrong.

They can never do *anything*. No one can.

Want a tap dancing elephant in a tutu singing the Dutch national anthem?

Good luck with that one.



LOUD





**IT AIN'T  
WHAT YOU  
DO. IT'S JUST  
THE FACT  
THAT YOU'RE  
DOING IT.**



YODA



WAS

WARRIOR

"DO OR DO NOT, THERE IS NO TRY." HE SAID.

WITH RESPECT, VENERABLE MASTER, WE DISAGREE.

TRYING IS GOOD.  
TRYING IS FUN.  
TRYING IS THE MOST IMPORTANT THING.

HAVING A GO. THEN ANOTHER ONE.  
DOING IT A BIT BETTER EVERY TIME.  
CRAFTING, TINKERING, REFINING.  
STARTING FROM SCRATCH.

TREAT EVERY FAILURE AS A LESSON.  
BECAUSE EVERY SUCCESS MAKES YOU WANT TO  
BETTER IT.

YES, IT CAN TAKE TIME. BUT TRYING TURNS A CAN'T  
INTO A CAN AND A NEVER INTO A NOW WHAT?

AND IF YOU TRY, TRY AND TRY AGAIN, WHO KNOWS  
WHERE YOU COULD END UP?

TRY IT. YOU MIGHT LIKE IT.









THE MOST  
**TERRIFYING**  
**THING**  
YOU CAN DO?

**NOTHING!**



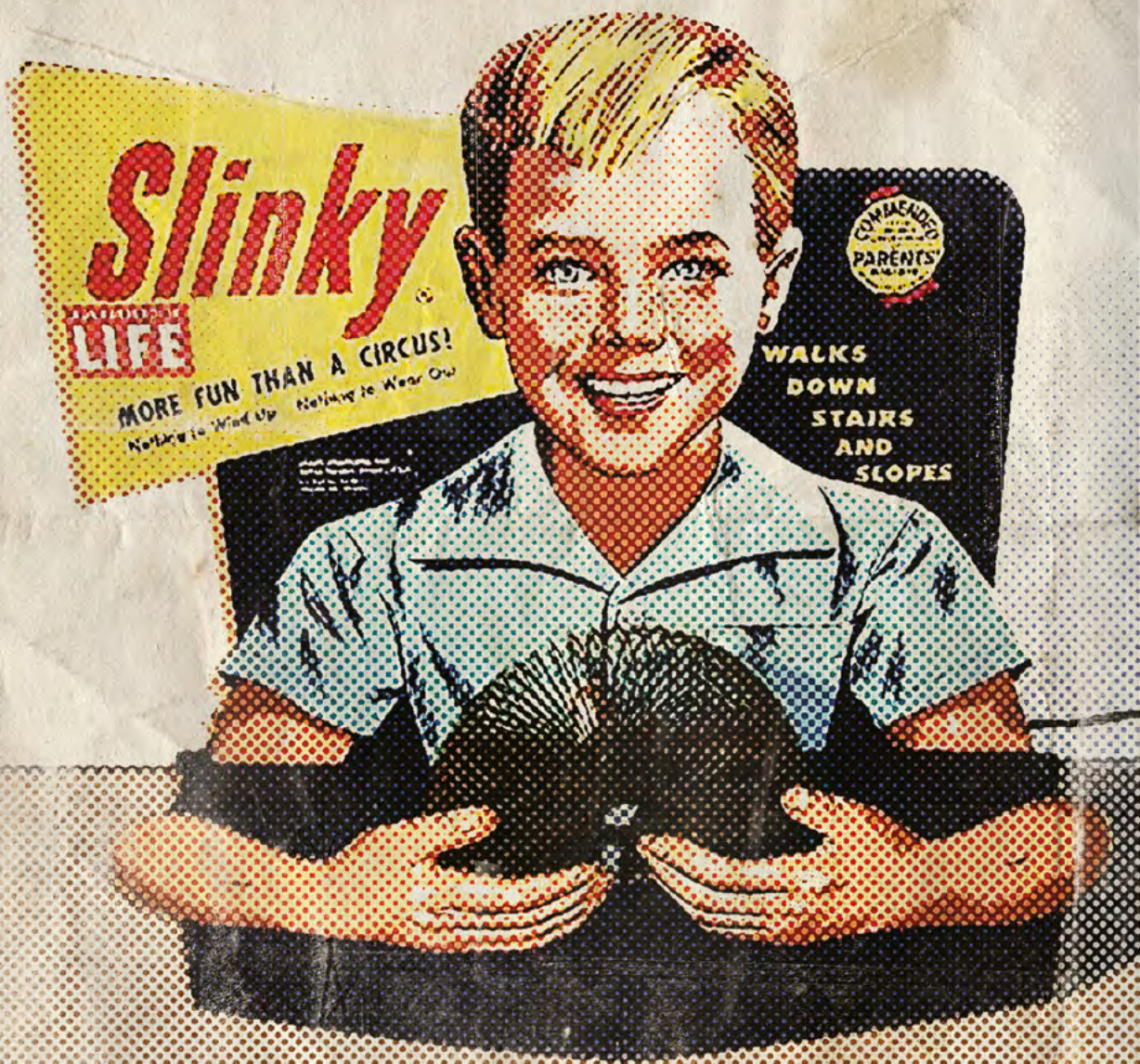
**We can't all be  
Astronauts...**



**R&B legends  
Prime ministers  
Celebrity chefs  
CEOs  
Deep sea divers  
Good dancers  
Strong swimmers  
Dog whisperers  
Relaxed drivers**

**But don't let anyone tell you that you can't try.**





# SLINK TWICE

It pays to do it differently.

It's 1943. The height of World War 2.

US Naval Engineer Richard

James is developing springs to

stabilise delicate and sensitive

instruments during sea voyages.

But, as his prototype fell over, then

righted itself, he thought, "that

would be a fun toy for kids to wobble

their way down the stairs with".

Cue 300 million Slinky sales.







# LET'S END WITH A NEW BEGINNING

We hope you liked our book, but it's just the start.

Being creative, pragmatic and smart are our guiding lights. They are what we measure ourselves against, and what we'll be judged by.

We have the ambition, belief and confidence to push this agency and our clients on to greater things.

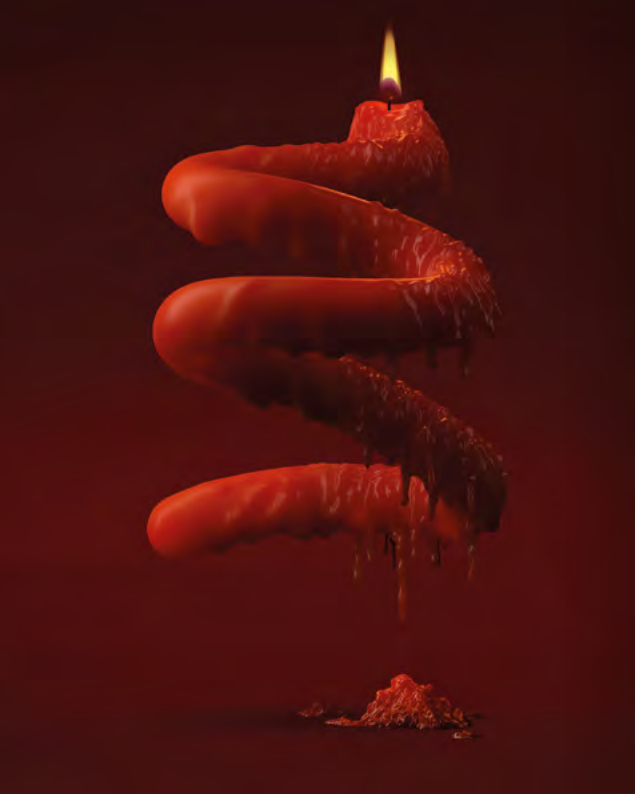
And we know you don't grow a business by sitting still.

It's time to spread the word.

**Let's do something...**

...big, fun, enjoyable, creative,  
beautiful, furry, scary, great,  
different, no one has before, brown,  
silly, real, new, cool, brave, good,  
friendly, joined up, considerate,  
confident, loud, engaging,  
passionate, pragmatic, powerful,  
hard-working, blue, now, soft,  
unusual, clever, crazy, distinctive,  
off-beat, peculiar, challenging,  
colourful, bizarre, witty, weird,  
whimsical, proper, sensible, smart,  
calmly, quickly, orange, steadily,  
flawless, brilliant, effective, fast,  
that will make a difference,  
together.







# LET'S TALK

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