



***“Great companies have core values of principles that never change.
The company exists because of those core values.”***
Bruce Reese, Bonneville International Corporation

At Goodwill Communications, we not only agree with Mr. Reese’s observations about the importance of core values; our core values affect every project we undertake on behalf of our clients. However, we might change a single word in Mr. Reese’s statement and that is the word ***exists***. It is our view that companies ***prosper*** due to their values, because the appropriate core values ensure that there is a win-win proposition for both the company providing the service, as well as the organization that is paying for it. Following are our firm’s core values:

- Practicing a humanistic approach to our work, which focuses on improving the lives of individuals who are affected by our campaigns, their communities and society at large.
- Providing a concept of service that is above and beyond the norm, wherein financial remuneration is not our sole reason for providing the service.
- Helping the next generation, our clients and colleagues better understand how to use public service advertising and other forms of mass communication to improve the lives and welfare of their constituents and fellow citizens.
- Practicing what we preach by creating pro-bono campaigns on important social issues or international emergencies; offering our services at no cost to noteworthy charities under special circumstances.

Our online capabilities booklet demonstrates our unique perspective on how we approach our work, and the impact it has on solving some of our country’s most pressing social problems. Go to: <http://www.goodwillcommunications.com/cape.pdf>