



GREAT PLACES TO WORK IN EXPERIENTIAL

MAS

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HOW HAVE YOU FOSTERED A 'GREAT PLACE TO WORK' IN 2022?

Our priority has always been to take care of our company's greatest asset—our people! Why? They are what makes the company grow, they propel new ideas forward, and they generate all that we do. We champion a creative-forward culture that celebrates bold, risk-taking, allowing our team to collaboratively explore daring approaches in their work. And that ethos extends throughout the company—our team's creative output isn't limited to a department, because we're all creatives here. We strive to create work environments where our people can thrive. This includes team yoga breaks, hot sauce tastings (it's a long story), and employee check-ins for discussing topics such as music preferences (with no judgment). Despite being remote, we encourage virtual walking sessions or coffee breaks to get up and out of our homes 'together'. We are all about those moments in between the serious stuff, the moments that make us feel inspired and unified.

WHAT GIVES MAS THAT SPECIAL SAUCE?

We promise our clients that we will go beyond the ordinary to evoke emotions and deliver captivating experiences that shape what's next and trending. This attitude transcends the work we promise our clients—it's an attitude that MAS eats, sleeps, and breathes. Through internal initiatives and programs, we keep that 'how can we do more' spirit alive. In 2022, we introduced the MAS Residency, a program for young students to come and learn first hand at the agency as well as give us MAS folks the chance to learn from the up and coming generation, Gen Z. 2022 was also the year when MAS took a firm stance on championing sustainability within the industry. We initiated a Sustainability Task Force and united with sustainable allies to pave the way for better standards within the industry.

WHO IS LEADING THE CHARGE IN YOUR ORGANIZATION AND WHAT DO THEY CHAMPION?

Mia Choi, Co-Founder/CEO, and Raymond Brown, COO, lead MAS. These two, and the other leaders within the company, emphasize that diversity is at the forefront of every decision made throughout the agency. MAS is one of the only experiential marketing companies with a black COO, and we also proudly employ a team that is 62% female, 36% male, 2% non-binary, 20% LGBTQ and 31% people of color.

WHAT DOES COMPANY CULTURE MEAN AT MAS AND IF MAS WAS AN ANIMAL WHAT WOULD IT BE?

Great questions! We asked our employees.

"Company culture means we can be given the space to work hard, yet play hard, and also be ourselves around one another. If MAS were an animal, we'd probably be a raccoon. One because it's my favorite animal, and because they are playful and curious!" – Anna K.

"For me MAS culture is CULTURE, different perspectives and walks of life coming together to create moments in time. For an animal, I feel like MAS would be an elephant; cute, friendly, kind, but a force to be reckoned with." – Sam G.

"MAS culture means family to me. This team is more than just a group of co-workers, MAS is a mixture of creatives that celebrates our differences that bind us. If MAS were an animal it would be a Tiger!" – Chris V.

WHAT ELSE DOES MAS OFFER?

Did someone say unlimited time off? We did. We have Focus Friday's (no meetings). We are fully remote—like pajama pants every single day type of remote. Generous parental leave? Check. The kindest, most inspiring coworkers from all over the country? Yep, you guessed it—check. Anything else you could possibly think of? We probably have it.