

Leo Burnett Company

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Creativity and innovation is an important aspect of any corporation because it is what assists a brand in developing brand recognition among markets that are flooded with different goods and services. With planning and training, a strong appreciation for innovation is a process that can be built within an organization and can easily fuel the growth of the organization. The way an organization strengthens its creative aspect is not hidden behind the walls of the organization's headquarters, but is displayed in many places of an organization. It becomes a culture within the organization that thrives off of the individuals that work there. One in particular that has truly mastered the art of being innovative and creative is the Leo Burnett Company.

Leo Burnett was an advertising genius who had a passion and love for creating excellent advertisements. He is noted for creating several brand mascots such as, Jolly the Green Giant, Marlboro Man, Tony the Tiger, Toucan Sam, and Pillsbury Doughboy. After working several years in the industry he decided to create his own agency which is still known today as the Leo Burnett Company. Today, the Leo Burnett Company continues to grow and stay one of the leading advertising agencies in the world by gaining notable clients, recruiting the best talent, staying innovative, and maintaining a creative company. A company of this caliber must be innovative and creative because their job solely depends on creating excellent advertisements and marketing campaigns for the clients they serve. This company was started from a pioneer in the advertising industry and anyone who wants to come and work here must be interested in working in a creative field and be ready to live up to the high standards of the founder. The company does an excellent job at honing this creativity by, empowering their employees, creating a climate for creativity, and developing a culture for innovation.

The Leo Burnett Company has several offices around the world but where the creative genius started his office is in the beautiful city of Chicago, IL. The company does an excellent job at assisting their employees in the creative process by empowering them with tools to help them achieve and succeed. The company has an internal department that is called Information Sources. Information Sources gives information related to marketing and advertising that the employees may need when working on a specific project or to stay knowledgeable of trends in this fast paced environment. The Information Sources department has an online database that allows employees to go online to view and retrieve information and other company assets that is there to assist them through the creative and innovation process. Employees can search for a variety of advertisements (internally and externally), receive statistics on various cultures, learn about various trends in the industry, and receive scholarly articles about topics pertaining to brands, goods, and services. If an employee needs immediate assistance, they can e-mail the team and ask them a question and receive a response within twenty-four hours. The Information Sources team also hosts various seminars and discussions throughout the organization allowing for anyone to come and learn about different ways to market and advertise to consumers. They are also responsible for bringing guest speakers in which can help inspire an employee's creative process.

Leo Burnett Company also takes the time and invests in their employees by creating a climate for creativity. Throughout the summer, employees are given four summer days which allow them to take four additional days off of work to enjoy their summer. It is also common for many of the employees to be given a Friday off of work and a complimentary happy hour which is usually thrown by the company. The company equips employees with personal laptops and cellphones which allow them to use the devices to work not only in the office, but also at home if

they need to. Throughout the office, it is easy to find free snacks and drinks for employees to eat throughout the day. If they find themselves hungry, one of the several break rooms are stocked with food and drinks that can be taken back to an individual's desk or ate in the various break rooms. On several floors in the building, there are energy rooms equipped with ping pong tables, foosball tables, popcorn machines, video game systems, and many comfortable chairs for employees to lounge in after, before, or during a long day at work. The energy room can be a strong step in the creative process because this is where many of the employees can go and talk about what is going on not only in the company but also in their daily surroundings. These simple conversations can evoke thoughts and ideas that can turn into the best advertisements. The Leo Burnett company also has a fully stocked bar that offers drink specials and events to attract employees after work. For the employee who enjoys being physically fit or needs to get into a better physical shape, the company offers a gym for them to use at a discounted price. The amenities provided by the company shows that they invest in their employees by giving them the time and space to explore in hopes of them gaining a creative idea to be used in the company's work.

Leo Burnett also does a great job at creating a culture for innovation. Every year the company hosts an event called the Burnett Breakfast where all of the employees are taken out of the office and treated to breakfast at a very posh location. At this breakfast the senior management tells the employees of the plans for the upcoming year and also asks for suggestions and comments that can make the company better. There are also many awards and acknowledgements given out to people who have worked very hard on particular brands. By giving out awards at this event and singling out individuals that have done an excellent job for the company shows that employees are encouraged to be creative and are rewarded for their

creativity to the organization. There is also an open door policy that allows communication to flow freely within the organization. Because of this open door policy, communication is not stifled by senior management nor is it stifled by team members. Throughout the day, it is not rare for an individual to step onto the elevator with the Vice-President, Chief Financial Officer, or the Chief Executive Officer. With senior management being able to be reached without interference shows that employees are empowered and given the opportunity to seek help internally when needed.

The company also uses a theory called HumanKind which believes that advertising has the ability to transform human behavior. Throughout the company and even on the website, you will see the word HumanKind which shows that the company believes heavily in this theory. From my experience as an intern at Leo Burnett, an individual can see that the company believes heavily in this and trains their employees to believe in this vision as well. Every marketing initiative that the company pursues, focus on making sure it has an ability to transform human behavior and you can see this HumanKind factor in many of the company's advertisements.

The creative energy of the company's founder, Leo Burnett, still lives within the company today. His picture and famous wayfarers are displayed throughout the company and serves as a vision of where the company has come from and where the company is going. They have worked very hard to create a creative climate, a culture of innovation, and empowering their employees by investing time and resources into the individuals that work there. If they continue to do this, they will not only transform human behavior, but inspire others to be more creative and innovative in the work that they produce.