

# TRIP TK

A Havas Company



Life at TRIP TK

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# Hi and welcome

This handbook has been designed to provide insight into the employee experience at TRIPTK. We hope you find it insightful and useful.

At TRIPTK, we believe in the values of Curiosity, Connection, Collaboration and Courage, and we pride ourselves on fostering a culture of belonging where every individual's contribution is valued.

Please don't hesitate to reach out, ask questions, and share your thoughts on how we can be better. It's your unique perspectives and ideas that carry us forward on our journey to greatness.



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# About TRIPTK

# TRIP TK

We shape the brands  
that shape culture.

As a global brand strategy and innovation partner, we Decode the dynamics defining what matters, and will matter, in culture – and Recode brands to create new meanings, expressions and behaviors that shape culture.



## Data & Insight

Culture, Consumer &  
Category Intelligence

## Design

Identity, Experience  
& Digital Design

## Strategy

Brand, Business &  
Change Consulting

## Innovation

Brand, Product &  
Service Concepting

## Agency Facts

2017

Founded

30+

Team members & Growing

4

Global Offices

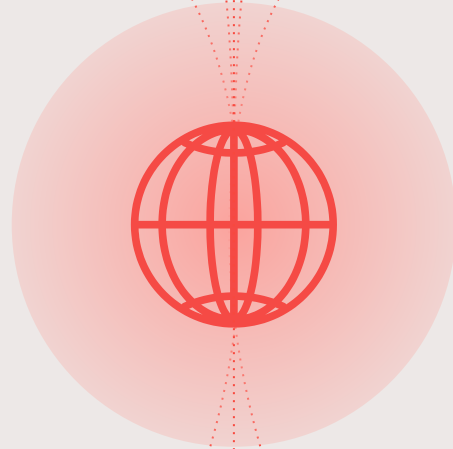
# Global DNA, presence, and experience

## Offices

London  
New York City  
México City  
Singapore

## Havas Villages

+68 Global Villages



# Our company values



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## Collaboration

We act as one.

Why? Collaboration harnesses our individual talents and brings them together to compose something beautiful that we couldn't create alone.

We act as one so that we can go further together, and so everyone can proudly see themselves in our work and culture.



02

## Connection

We show all the way up.

Why? Presence is a sign of respect for the moment we're in, the people we're with, and the possibility of what we can create.

We practice presence to connect with the team, our clients and ourselves.



01

## Curiosity

We foster curiosity.

Why? Curiosity is the door that leads us to new perspectives, questions, approaches, and better outcomes.

We foster curiosity so we can dig deeper and ask the questions that keep us and our work fresh and inspired



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## Courage

We champion bravery.

Why? Courage makes us better leaders by inviting us to act with conviction, dive deeper, and challenge the the status quo.

We welcome bravery in all its forms for the betterment of ourselves, work, and team.



# How we partner with clients

## Who we work with

We partner with senior leaders across all industries – from D2C to CPG to B2B to SaaS – to help them create long-term value for their brands.

All of our client partners are vetted through the lenses of aligned purpose, values, and agency pride.

## Who we don't

We are proud to be the first agency within a major holding company to sign the Clean Creatives Pledge.

TRIPTK will decline any future contracts with fossil fuel companies, trade associations, or front groups.



We believe culture is the key to value creation.

**+222%**

Higher stock performance



## BRAND CULTURE

The head, heart, and hand of the organization

## BRAND IN CULTURE

Experience for individuals, communities, and society



Our offering is designed around the capabilities leaders need to create brand value today and tomorrow.

## BRAND FOUNDATIONS

Building essential strategic brand frameworks and tools

Purpose, Vision, Values

Audience Strategy

Portfolio Architecture

Visual and Verbal Identity

Brand Positioning

Go to Market Strategy

## BRAND FUTURES

Defining brand opportunities at the forefront of culture

Innovation Strategy

Growth Strategy

Product, Service, and Experience Design

Trends & Foresight

New Ventures

Thought Leadership



## Our Team

Our team represents a future-facing task force of consulting partners across research, strategy, semiotics, production, data science, design and innovation.

A multi-disciplinary team, we solve multi-dimensional challenges, together.



02/

# Our Structure



Our Founder

# Sam Hornsby

TRIPTK Founder,  
Global Chief Executive Officer

**PRONOUNS: HE/HIM**



Sam is an entrepreneur and business leader, an explorer, and a lifelong learner who specializes in creating impact at the intersection of culture, commerce, and creativity.

With a track record of building high performance teams and consulting for leading global brands, Sam founded TRIPTK in 2017 to create a global community of multi-disciplinary talent to transform brands in culture. In his role at TRIPTK, Sam casts his leadership as Chief Elevation Officer, adopting a model of servant leadership to empower, enable and elevate the work and careers of the global TRIPTK team.

A thought leader in his field, Sam has appeared in leading industry and business media around the world his writing has been featured in publications including 'Building Purpose-led Brands'. A tri-national, he has lived and worked around the world in the UK, USA, India, and China.

As a lifelong learner, Sam has studied at Columbia Business School, Babson College and Oxford University, where he read Anthropology. Sam's interest in decoding culture has led him on expeditions to far flung corners of the world and to membership to The Explorers Club, a professional society dedicated to the advancement of science and conservation. He is Co-Founder of Ocean Pioneers, a philanthropic organization for which he sailed the Atlantic Ocean to raise funds for blue charities.

Sam lives with his wife Alexandra, daughter Cleo, and cat Kisco in Brooklyn.



TRIPTK's partner Havas is one of the world's largest global marketing services groups.

A joint venture partnership with Havas Creative Network, our structure provides clients with the best of both:

*An agile boutique with the firepower and resources of a leading global network.*



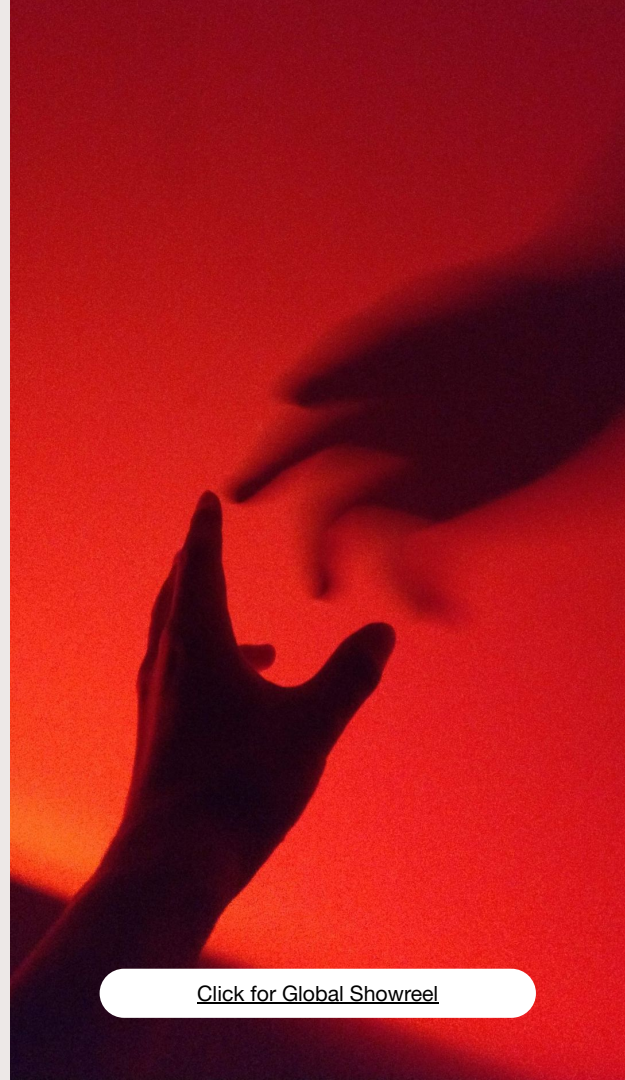
23,000+  
Employees

124  
Cities

70+  
Villages

75  
Countries

[Click for Global Showreel](#)

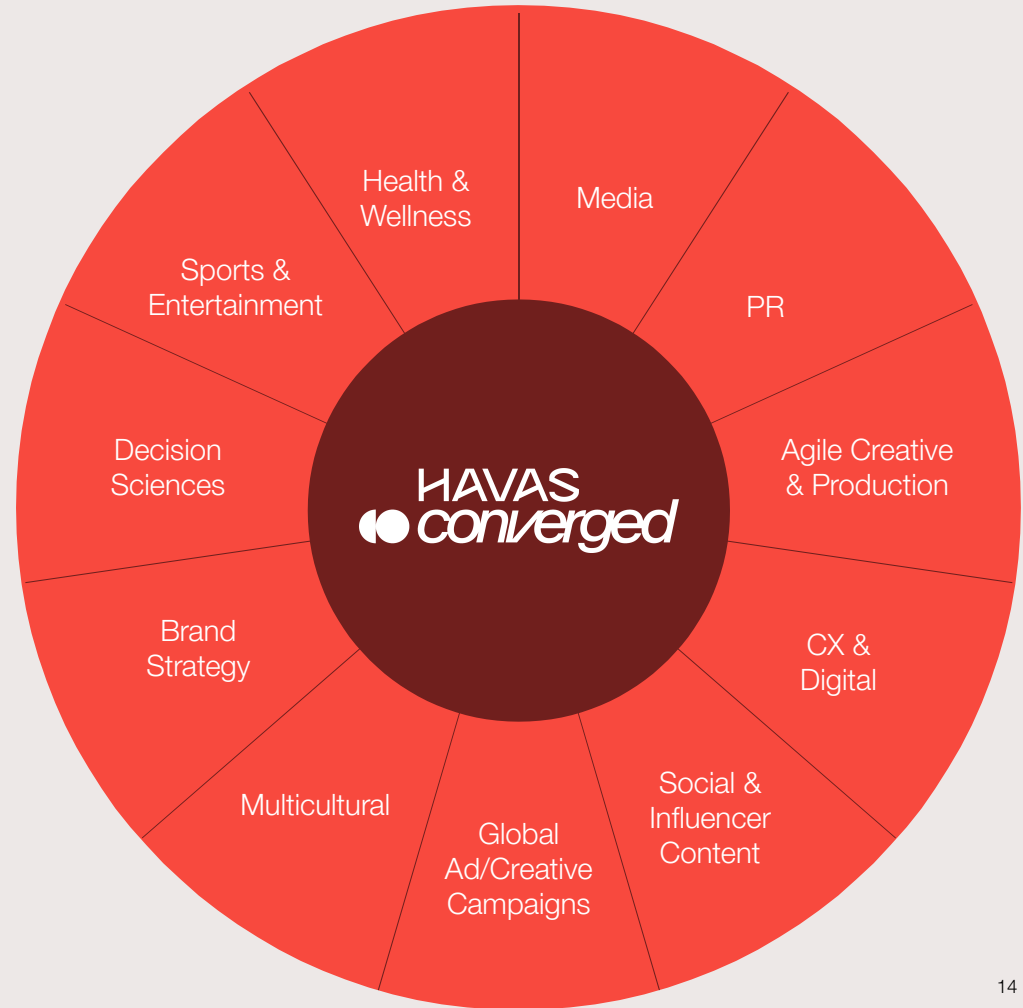


# An ecosystem designed for meaningful growth

At Havas, collaboration is critical to delivering tailored, effective strategic (and creative) solutions.

Converged is the operating system for the Havas network, powering intelligence, design, activation, and measurement specialist teams and agencies with world-class data and technology.

Converged is also how we think of our culture – bringing together various communications disciplines, centralizing resources, fostering strong connection and teamwork, and offering endless opportunities for learning and growth.



One company,  
united in a mission to  
create a meaningful  
difference for people,  
business and brands

Havas was founded in 1835 by Charles-Louis Havas. It is one of the world's largest global communications groups, with more than 23,000 people in over 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people.



## WE BELIEVE IN MEANINGFUL BRANDS

Because meaningful brands are better for business and better for the world we live in.

We use the power of creativity, media and entertainment to drive growth and to drive change, helping brands better engage with their communities through

authentic messages and experiences, helping businesses grow sustainably; and hopefully improve people's lives.

That's why we exist. **We are here to make a meaningful difference to brands, to businesses and to people.** Havas, let's make a meaningful difference together.



### To brands

We are here to help our clients cultivate their brand's reputation, and drive positive change in society through the power of our creative work.

### To businesses

We are here to help businesses grow well and connect with audiences in a meaningful way.

Havas is committed to improving its own industry standards by promoting transparency, diversity, and inclusion through the campaigns we create.

### To people

We are here to make a positive impact on society as a whole.

We are committed to building a healthy and happy workplace for our talents where everybody feels they can thrive.

# Havas Impact +

Launched in 2020, Impact+, our sustainable development strategy, brings together our objectives and actions.

It is based on three pillars: People, Environment and Meaningful Communication.

## Corporate and Social Responsibility lies at the heart of Havas's strategy and actions.

We have a key role to play in the profound transformation that society is undergoing. That is why we have been making tangible commitments with clear ambitions and measurable objectives since 2009.

Every day, we encourage our agencies to use the influential power of their profession to drive positive changes in lifestyles and consumption habits. We want to engage our clients, talent and suppliers in a responsible communication approach.

### **Our CSR strategy, Impact+, is structured around three pillars.**

The first one is centered around people. It includes local and global initiatives dedicated to supporting our talent's well-being and mental health, as well as promoting and ensuring diversity, equity and inclusion.

The second one concerns the environment. It is based on an ambitious decarbonization trajectory validated by the Science Based Targets initiative. In addition to achieving global carbon reduction targets, Havas Villages around the world are actively involved in local environmental initiatives based on raising awareness, training and taking concrete actions in the field.

Beyond our own reduction trajectory, we want to support our clients in their sustainable transformation. This is achieved by measuring the emissions associated with the production and distribution of our campaigns thanks to our global tool, Havas Carbon Impact calculator, and by offering more eco-friendly alternatives.

Finally, meaningful communication lies at the heart of our third pillar. We are doing everything we can to bring about positive changes in behaviours and promote new narratives around lifestyles.





# Havas Impact +

2003

## UN Global Compact

We were the first communications group to sign the UN Global Compact in support of the 2030 Agenda for Sustainable Development.

2016

## UN Common Ground

We joined the UN Common Ground Initiative and adopted the Sustainable Development Goal (SDG) 13: Take urgent action to combat climate change and its impacts.

2020

## Impact+

We launched Impact+, our CSR strategy based on three pillars: People, Environment and Meaningful Communication. We also set up the first carbon calculator for multi-media campaigns in France.

2023

## Reducing our emissions

The Science-Based Targets initiative (SBTi), an independent global body for companies to set emission reduction targets based on climate science, validated Vivendi's carbon reduction targets. Havas, like the other Vivendi entities, is committed to this ambitious decarbonization trajectory that concerns the reduction of energy consumption, renewable energies, the reduction of emissions related to our operations and the engagement of our suppliers.



2009

## TCK TCK TCK

We partnered with the United Nations and Kofi Annan to launch the "TCK TCK TCK: Time for Climate Justice" campaign alongside the world's first musical petition featuring over 50 global artists. We also released our sustainability strategy.



2018

## Grand Prix for Sustainable Development Goals

We won the Grand Prix for Sustainable Development Goals in Cannes for the "Palau Pledge" campaign and received the UN Peace Medal for the "Making Friends Across Religions" campaign. This year, we also launched the Havas Climate Solidarity initiative

2023

## Grand Prix for Good Every year.

Havas' socially responsible campaigns are recognised with sustainability awards. In 2023, we won the Grand Prix for Good at Cannes for Havas Paris' campaign on behalf of the Anne De Gaulle Foundation, which highlighted the Foundations who work to help people with mental disabilities.

## Havas Carbon Impact calculator

Launched in November across all the group's agencies, The calculator is an internal tool for calculating the carbon footprint of a media campaign, a creative campaign, or an event organised for a client. It enables all our employees to support their clients in their sustainable transformation.

## CERTIFICATIONS



### Carbon Disclosure Project

The CDP, the international benchmark for corporate environmental ratings, awarded Vivendi an A- rating in 2022.



### ISO 14001

The Havas workforce is almost entirely covered by an ISO 14001 certified Environmental Management System (EMS) across three of our four main markets (Spain, UK and France). This means that almost one-third of our workforce is certified.



### Ecovadis

In 2023, Havas was awarded the Ecovadis Silver Medal in recognition of its sustainability performance with a score of 67/100.



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# Diversity, Equity, Inclusion & Belonging





## We are **All In.**

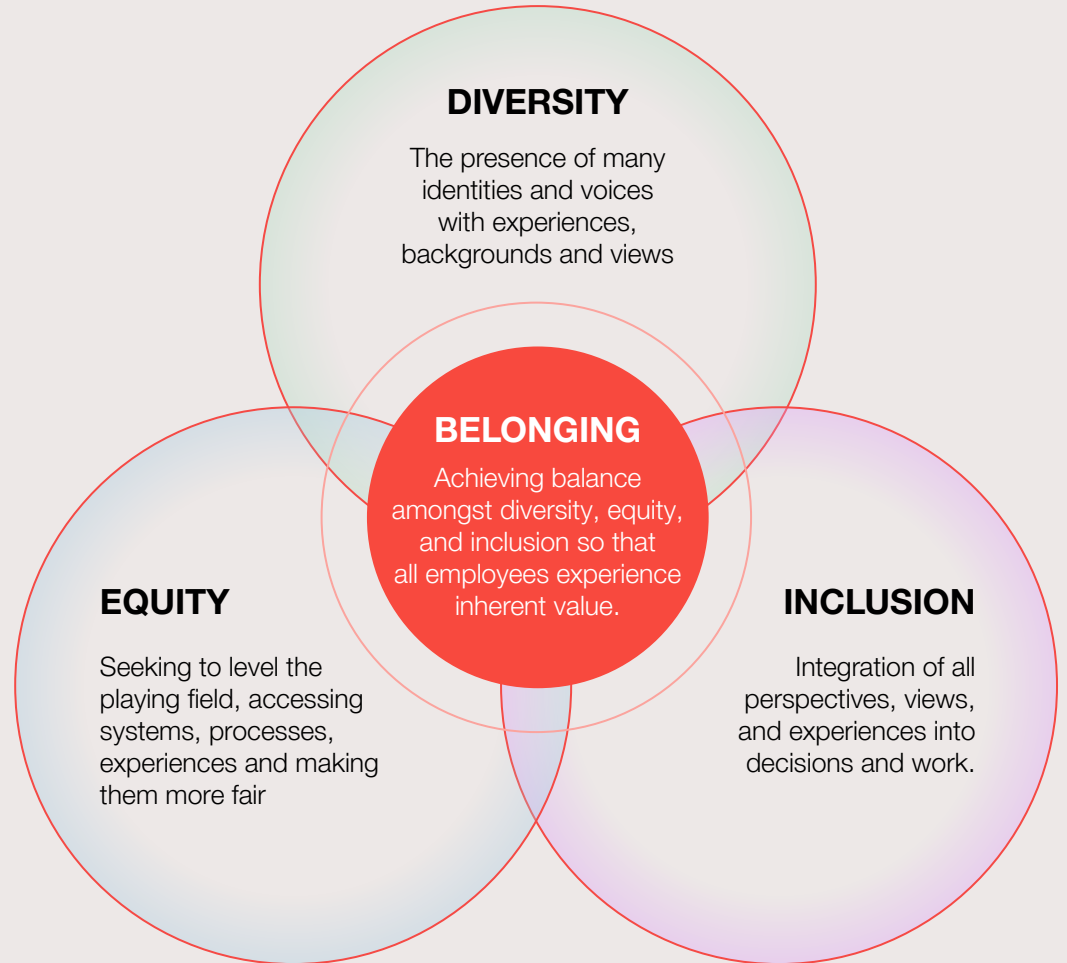
We are committed to creating a culture **where diverse voices and perspectives are encouraged and respected**, and where all employees are equally supported in developing their careers.

Through #HavasAllIn, our global DEI program, we are focused on a wide range of DEI initiatives including **ethnic and cultural representation, gender equality, LGBTQ+ inclusion, disability, wellness, age, and other topics.**

Rather than the typical top-down approach, All In is focused on engaging all levels of the organisation. Our focus continues to be **to do more and do better to build a more diverse, inclusive, and just Havas**—so that we can make a positive impact on people and society.



DE&I together help us achieve an internal culture of **Belonging**



## Our DEIB Pillars

Creating a culture where diversity, equity, inclusion and belonging live in every aspect of our business and we are **All In** on DEIB

01. Representation Data

02. Developing Careers

03. Increasing Industry Access

04. Education, Awareness & Ownership

05. Amplifying Diverse Voices

06. Integrating DEIB into Business Operations



## DEIB Programs

We have made a collective commitment that diversity and inclusion is everyone's responsibility with our All In strategic approach.

All In is about building a truly inclusive culture full of diverse people, thought and perspective. There is a wide range of DEIB initiatives including ethnic and other cultural representation, gender equality, LGBTQ+ inclusion, disability, wellness, age and other topics.



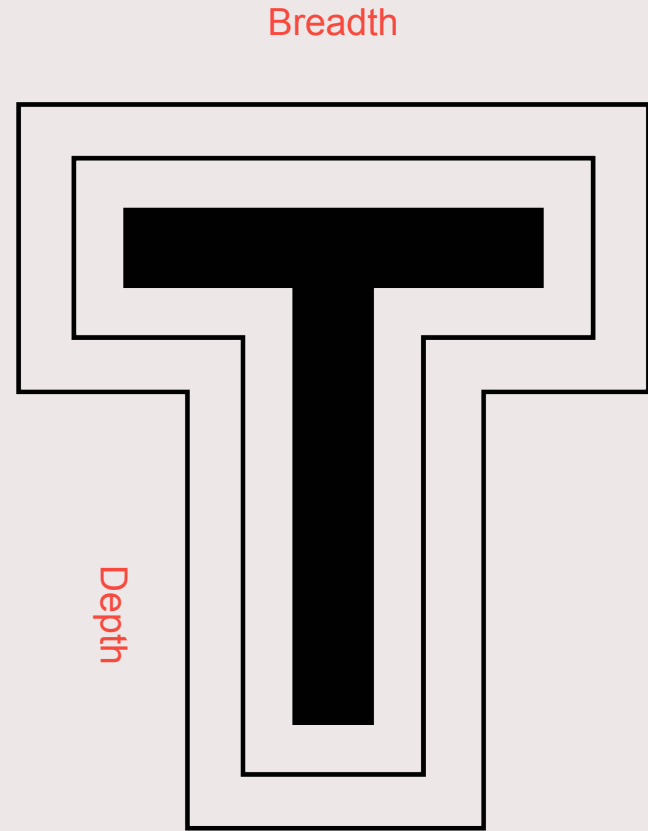
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# Growth & Development



## We develop T-shaped leaders and future leaders

- We deepen existing skills and experiences and broaden new ones across our multidisciplinary environment
- We invest in talent through training, resourcing and programs that support holistic growth
- We support individuals with a hunger for growth who embody our company values
- We align contribution to business growth to create accountable, sustainable and fair rewards





# Global growth programs

We empower our people through a number of unique learning and development experiences including lunch-and-learns, skill workshops, guest speakers, as well as experiential learning experiences and programs which enable employees to build new skill-sets and gain exposure to other markets, making for stronger collaboration between our global employees.

## Havas Next Gen

A comprehensive year-long executive leadership program designed to prepare our organization's high potential leaders for future senior leadership roles.

## Havas University

A global with dozens of free courses and webinars on topics including personal development, management, strategy and innovation. Available in multiple languages.

## Curiosity Fund

\$500 (or local equivalent) every year to take a class of your choosing which furthers your professional skills and interests. Apply through your local HR leader.

## Bespoke Coaching

Professional training and coaching from the experts at Strong Training & Coaching on a regular basis.




# NEXTGEN



More Info

# Growth management

At TRIPTK we operate a culture of employee-driven and business-supported growth and development, prioritizing frequent feedback and robust performance management and goal setting.

Your growth and development will be an ongoing priority for your Manager and Senior Leadership, which will be managed centrally on our platform TalentSpace around two key processes:

## Annual Performance Review

- 360 feedback
- Self assessment
- Manager assessment and dialogue
- Promotion and compensation review
- Goal setting

## Quarterly Manager Meeting

- Employee experience check-in
- Manager feedback
- Goal setting



# Thank you

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Follow us 

Join our LinkedIn community for real-time insights and updates.

Talk to us 

Set up a conversation with our team to explore partnership opportunities.

Learn more 

Read testimonials from our transformation partners.

