

Client is King

At Insignia, we believe our first responsibility is to our clients. We must constantly improve our service standards to ensure clients are satisfied on an everyday basis.

Core Ideology

We must address our clients' needs in a timely and professional manner and take initiative to promote our ideology of 'Inspiring Relationships'. While innovation will be an integral part of our daily lives, we will be driven to excellence by our long term goal, which is to be an internationally renowned brand communications agency that specialises in the luxury, travel and lifestyle segments.

Open Doors, Open Minds

We should be easy to do business with, maintaining open channels of communication and ensure we communicate in a clear and professional manner. We should value our partners and make sure they are recognised for their support and we must treat everyone fairly, with dignity and respect.

Giving Back

We should encourage improvements in our work environment and be ecologically sensitive by protecting our resources where possible. We must be good citizens, supporting charitable initiatives and contributing to our community.

Recognise & Reward

We must be mindful towards helping our team members meet their responsibilities and all our peers should be empowered to voice their opinions towards driving growth as well as change. We must recognise and reward merit.

Futurology

We must ensure that our business consistently delivers a sound profit. In order to do this we must challenge old ways and embrace new ones, we should improve our intelligence and understanding of our clients' needs and always strive to be pioneers in both creative and strategic solutions.

Serve & Protect

We should always be warm-hearted, polite, strong-willed and energetic, with no prejudice towards a situation or person. We must protect and value our resources and equipment and be prepared for any adverse situation.

If we operate on the above principles, we shall grow as individuals as well as meet our collective vision for our company.