

CHALLENGE MARKETING

CLIENT CHARTER



OUR COMMITMENT TO YOU

At Challenge Marketing, we don't just want to do a good job, we want to deliver work that drives real connection and measurable business impact.

Engagement is everything.

It's the guiding principle behind how we think, create and measure success.

This Client Charter sets out what you can expect from us, why it matters and how we'll make it happen.

Plus, the ways we ask you to partner with us to create a thriving relationship.



ENERGY & PROACTIVITY

We bring energy, focus and intent to every engagement. Your goals become our goals, and we work with pace and purpose to help you achieve them.

- ✓ Respond to all communications within agreed turnaround times, even if only to confirm next steps.
- ✓ Stay proactive and anticipate opportunities and challenges and raise them with you early.
- ✓ Be prepared, present and well-positioned in all engagements.
- ✓ Keep to agreed delivery timelines, advising you in advance if adjustments are necessary.

RELATIONSHIPS & RESPECT

People matter most. Great work begins with strong, respectful relationships. We invest time in understanding who you are, what matters to you and how you prefer to work.

- ✓ Take time to onboard your team, culture, priorities and constraints.
- ✓ Agree upfront on success metrics, reporting cadence roles and points of contact across both teams.
- ✓ Treat all interactions with respect, honesty and professionalism.
- ✓ Be a collaborative partner; your challenges are Challenge's challenges!

In return, we ask that you provide clear briefings, timely feedback and access to the people and information we need to do our best work.

And that you treat our team as an extension of your organisation, sharing insights and updates that fuel better work.



OWNERSHIP & ACCOUNTABILITY

We take responsibility for our decisions, actions and outcomes and we are committed to transparency in how we work and what we deliver.

- ✓ Create detailed delivery plans, including KPIs and success criteria, at project kick-off.
- ✓ Check in regularly on progress against plans and priorities.
- ✓ Present results against agreed metrics and contextualise them in terms of business impact.
- ✓ Hold quarterly strategic reviews (when relevant) to ensure alignment and evolve plans where needed.

ENTERPRISE & SOLUTION FOCUSED

To give you a competitive edge, we need to think quickly, act creatively and move with clarity.

- ✓ Suggest better ways of working where we see them.
- ✓ Share insights, trends and connections that could benefit your business.
- ✓ Act as strategic partners, not order-takers!



GENEROSITY & COLLABORATION

We value the time and expertise of everyone involved; your team, ours and any partners.

- ✓ Seek the most efficient way of delivering work, partnering with you and any third parties.
- ✓ Be transparent about progress, challenges and costs.
- ✓ Proof work carefully to ensure quality before delivery.

INTEGRITY & TRANSPARENCY

Doing the right thing is non-negotiable.
We believe honest, clear communication creates trust
and better outcomes.

- ✓ Be transparent about budgets, priorities and timelines.
- ✓ Share learnings when things go well or not, and work together to adjust course quickly and constructively.
- ✓ Challenge briefs responsibly where we believe elements won't serve your goals.

Be clear and honest if a request is unrealistic, unethical or misaligned with your strategy.



HOW WE WORK TOGETHER

This charter is a living commitment.
To make it real, we commit to:

- ☑ **Defined ways of working:** Clear scope, timelines and communication cadences agreed upfront.
- ☑ **Shared success criteria:** Measurable impact that we both understand and review.
- ☑ **Continuous collaboration:** Frequent touchpoints, timely decisions and responsive dialogue.
- ☑ **Mutual respect:** Professional, constructive engagement from everyone involved.

OUR BELIEF

This charter reflects who we are and how we choose to work - with transparency, purpose, energy and the belief that engagement (genuine, measurable, audience-centred engagement) is at the heart of every successful outcome!

We look forward to doing great work, together.
Challenge Marketing





CHALLENGE

ENGAGEMENT IS EVERYTHING

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