



Imagination Quality Policy

Imagination is a global independent agency that creates connected experiences for businesses, brands and people.

We are a dynamic and evolving organisation that has changed as the needs of our clients have changed. Today, our creative resources embrace the skills of architects, 3D, 2D, digital and VR designers, film-makers, journalists, creative technologists, bloggers and social media experts, art directors, copywriters and creative strategists... all trying to imagine a more creative future for our clients and for ourselves.

We have a standardised six stage project management process "Our Way" which ensures that all our offices around the world work in the same way and with the same documentation ensuring that our clients can expect a consistent level of service wherever they come across us. But it's more than that. It's essential to our growth as a creative force.

Our four core values enable us to transform our clients' businesses through creativity: Inspiring, Insightful, Collaborative and Committed. These core values define our actions and align our behaviour. They build consistency. They break down barriers. They help us succeed, globally.

Our intranet site - FYI - is the cornerstone of our Quality Management System and is designed:

- To meet or exceed the requirements of the ISO 9001 standard (certificated since 2002)
- To meet all relevant statutory, regulatory and other requirements
- To provide scope for continual improvement and the setting of quality objectives
- To act as the central resource of all company assets and documentation for all Imagination staff worldwide
- To be continually monitored, reviewed and updated to ensure that it meets the needs of the business and our clients

We maintain a culture and workplace which allows our employees to develop and reach their full potential.

Our senior management is fully committed to the provision of a Quality Management System throughout the company to ensure that our clients' needs and expectations are defined, addressed, met or exceeded, and that feedback is obtained to verify and validate our work to ensure continual improvement.

Simon Bruxner-Randall
Group COO
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