



Imagination Quality Policy

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

At the heart of our business is an active practical principle: Independent Creativity. Over 50 years, we have learned what it takes to nurture and sustain it. We have distilled it into four simple truths, each pointing to active behaviours that are proven to foster the outstanding, independent, creative work that we deliver every day:

- Curiosity
- Rigor
- Bravery
- Respect

Today, our creative resources embrace the skills of architects, 3D, 2D, digital, UX 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 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

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
Date: 1 December 2023