

At RED, we're curious beings, we like to ask questions and find answers, and we do that because one of the things that inspires us is the unknown, but the only way to get inspired by what's unknown is to get to know it a bit better, so we ask questions, one a day every day, and we've been doing this for more than half a year now and you wouldn't believe how surprised some answers made us and how "whaaaaaaaat" other answers made us and just how blatantly "huh?" we got with a few others, it's the world around us that's inspiring the work we do each and every day, we're tinkerers, problem solvers and the more input we have from the world, the better we're able to apply new perspective to the problems we're solving because we believe that what we do matters, it has merit and a place in this world, if we didn't think that we wouldn't be asking all these questions, so very many questions, they just keep popping up—and did you know a fifth of people say they can actually sleep standing up because we didn't and that's why we asked, because we wanted to be surprised and then we actually were and that is a prime example of why we ask questions, ultimately we don't know what we don't know and the only way we can ever shed light on what we don't know is to ask more questions, we're inquisitive spirits like that and this is an extremely long run-on sentence and it's just not going to stop, kind of like the questions we ask, which we're still asking right now, you can actually go to our website, REDTheAgency.com and answer today's question, just mark your spot on this letter we've written to you and come back once you've answered openly, honestly and anonymously, it's cool we won't share any of your information and no salesperson will call, it's Patrick he just took up life insurance, that wasn't our ad but for some reason our writer can't get it out of his head, it's part of his Canadian heritage, and like so many writers before him, he's gone and accidentally written himself into the thing he was supposed to be writing about—the questions that we're still asking, don't worry that was just a blip on the radar, a freak occurrence and it won't happen again, but you know what will happen again is our questions because we're still looking for new ways to be inspired, but speaking of inspiration, you can't force it, it's a timid beast that needs to be coerced out of its lair of self doubt and self editing, be kind to this timid beast, it'll serve you well and sometimes arrive right when you think it would never show up again, but in the event that inspiration doesn't show up, go back to the research, you missed something, inspiration may be a timid beast, but you can make it stronger when you re-examine all the moving parts to your fantastical explorations—inspiration and it's BFF motivation are your allies, but they can also be really unreliable and that's why we also work on improving our skills in our respective areas of expertise, we're like a gang of misfits brought together by smart people who see potential in chemistry, sometimes when the right people meet the left people, chemical reactions take place and new, bigger, exciting ideas come about and knock us on our asses and we look back and say, that's some serious shit, and it is and that's why we say it, not just to swear for the sake of swearing, but because we love it when something surprises us honestly, but back to putting the right people together for the best work, that's another way we find inspiration, it can come from someone saying, "yeah that's a great idea," and that always feels great, but it can also come about because someone said an idea wasn't good enough and we're forced to go back to the drawing board and dig deeper than we ever did dig in our lives before, this is the life we lead, another question we could ask would be a yes or no phrased question—because that's the format we're rolling with—to see how easy other people give up, a do you abandon projects when things get too hard kind of thing, but then again nobody wants to admit that they give up, but sometimes that's better because when you consider answering a question like that you might be more inclined to find more inspiration and keep going, marketing is rarely a sprint, it's more of an endless marathon with sprints interspersed throughout just to shake things up a bit, in that sense we're a bit masochistic, we're also a bit hedonistic, let's just say we like to experience the world in multiple ways, it goes back to the whole getting to know the unknown thing we were talking about earlier, also, we're only using Pantone 032U throughout this entire poster, it's a simple colour but it says so much about who we are, oh man, my wrists are starting to hurt, but don't worry I'm not giving up, I'm just moving forward and hoping inspiration finds me on my journey through this crazy talking-about-our-agency stream of consciousness word puke that seemed like a good idea and I thought was a good challenge but didn't really consider how much was going to be written before I embarked, I didn't wear the right shoes for this, but my socks, oh my god, you can tell a person is in advertising by the socks they wear, how that ever became a thing, we'll never know, but it's a thing and, well, sometimes I wear a piano key neck tie, speaking of motivation, it's a bit of a goof really, it can't always be relied upon, it's like a really cool uncle that shows up to your birthdays and on holidays where the whole family gets together, it'll tell you about its exciting life photographing African safaris and it'll always promise that one day, when you're old enough, it'll take you, just you, on an exciting adventure, but then that adventure never happens and it was just a great idea that filled your imagination for a short bit, but good ol' uncle motivation never actually showed up and there you were with your bags packed waiting on the stoop heartbroken and let down, the gist of this is that you can't let motivation make big promises to you, it won't always deliver, but your aunt self discipline will have as much time for you as you have for it, and that's what we're getting at with this long round about type way of speaking, motivation ain't got shit on self discipline, but they really do go well together, that's why so many of us REDders go to bed late and wake up early and sharpen our tools before we put them back in the shed, we hone our craft just as much as we craft the ads and materials we create for our great, wonderful, awesome, lovely, important, honest, insightful clients, your best idea could be your first or your one thousandth but the only way of known for sure is coming up with one thousand ideas in the first place, oh man that's a lot of work, let's bring that down to one hundred, it's much more manageable and a whole bit less daunting, we don't want another visit from uncle motivation unless aunt self discipline is joining the party too—you might be surprised by this, but we asked at least three questions about polyamory, and who knows why that was, clearly someone was curious, and good for them for putting it out there, but you won't find those responses in this here bi-annual report, not this time, there are too many other things to talk about, oh, this is a bi-annual report by the way, oh geeeee I really blew it by not mentioning that earlier, but I was on a roll and I thought, hey dude, play jazz with this thing, you'll eventually get to where you're going, and it looks like I just did, I just assumed it might be a bit sooner, anyway the chances of you reading this are about 1 in 1 kajillion, so if you actually are eye scanning these words, way to go, you're officially the best ever, this bi-annual report is as much about us as it is about you, you may even find some inspiration from what you find spritzed throughout our findings, also, we have a beer keg in our Edmonton kitchen, Shane usually keeps it full and when Friday afternoon rolls around, we tie one on, but only one because we're still responsible people even if we do like to let loose every now and then, we also have an office in Vancouver, and let me tell you, some really, really smart people work there, and you might think, how in the heck does a Vancouver and an Edmonton office work together to make inspired work, and it's really simple, we just use the internet, we're really living in the future—not hologram future, but at the very least, a google hangouts future where, if the Wi-Fi is good, we are streaming in full, and I mean FULL I can see your pores, HD, which is cool but we have still yet to solve the virtual high five thing, and we'd like to because there's no touch like the human touch, a pat on the shoulder and a buck up champ tussle of the hair, we're still missing out on that kind of stuff, that's why every once in a while we meet up and oh the joyous occasions that commence, we are friends, but in this moment I'm beginning to wonder just how good of friends we are because "SOMEONE" told me he wanted at least 18,000 characters for this piece he's designing for the RED bi-annual report and you know what, I'm only half way there, nobody is going to fault you for jumping ship at this point, hey kid, we had a good run, but before you go, I'm writing to you from the past, well, you're in my future, tell me, how's my RED fantasy hockey team doing in the RED fantasy hockey league, I just want to know if I should make any lineup changes before the regular season begins and my team is locked in, if you want to let me know we can do that thing they did in that movie about a beach house with those people from the speeding bus movie, like did they really need to have a reunion movie, it was unnecessary, but if you're ever looking for something to do on a lazy Sunday afternoon, it's not THAT bad, oh hey, so you know how scientists say they found flowing water on the RED planet, that's pretty cool, it should make us all wonder a bit more, it seemed so unlikely at one point that there was anything other than dust on the planet, but then BOOM a new discovery changed our entire understanding of something we thought we understood a lot about, that's really quite amazing, it shouldn't be understated at all, and it's a great metaphor for how we approach work, there's always something new to learn, there's always something waiting to change our thinking that we were oh so sure we were set in, sometimes you have to send out a series of rovers to explore, rove around and take soil samples, but eventually they'll find something like a certain type of salt that indicates water was flowing nearby a few mere days prior and then BOOM perspectives shift wide open and WHAM a new insight explodes into existence, and that's the best feeling in the world, when your world changes because of a great discovery, sure not all discoveries can be hey we're really smart scientists and we just discovered water on another planet in our solar system, but this feeling is scalable, it's as meaningful on the small stuff as it is on the astronomical oh my god I had no idea the universe worked like that kind of stuff, but what really helps people get there is the pushing forward on ideas, this wasn't the first rover anyway, it was simply part of a progression of improvements and a bunch of people constantly thinking about how to innovate, and that's a beautiful, amazing thing, and it's more than its fair share of inspirational, it's influential, how can we make this better is a question we're constantly asking ourselves too, whether we're talking headlines or insights or print executions or parking spots, figuring out how to make the world a better place isn't just for the high ups, it's for everyone including the people who work here, sure we might not be the ones to make the greatest discovery in all humankind, wait, actually maybe we will be, who knows, what we do know, however, is that the best way for us to do what we do best is to try and figure out how to do it better, that's kind of inspirational in a long run-on-sentence sort of way, by the way only 28% of respondents on our website find value in personalized banner ads, but that doesn't mean they don't work, it just means perhaps there's room for improvement in terms of how they're perceived, and speaking of the RED planet, only 11% of those who answered the question believe we'll have a sustainable living colony on Mars in our lifetime, and we're the dreamers, come on, people, let's live a little, on Mars, or not, it must be a bit lonely up there, out there, over there—another odd one, or not, is that 67% of people who answered the question would want to live forever, but hey, Highlanders could live forever but then they figured out chopping off heads would put a stop to that and I'm quickly realizing this 80s pop culture reference could totally hit and or miss the mark, let's move on to something a bit more nowish, like, for instance, people are totally split on whether porn is socially acceptable, but let's not point fingers until we wash our hands, what I'd be more curious about is whether or not watching porn in public is socially acceptable and I'm getting a head shake from my inner conscience and no it's not acceptable at all, but if that's the case, why all the public libraries—here's one, 19% of people who responded have never taken a selfie, and in other news 19% of people are liars, in this day and age how is it even possible to not have taken a selfie, it's nearly involuntary for some people, did I just take a selfie, I don't know I might have, I can't remember and ernie, interestingly enough 100% of people prefer debit cards to credit cards, but I'm willing to bet that a lot of those people have credit cards, I prefer debit cards too, but I just got this new card that gives me cash back on all my purchases and that's awesome, but I really need to stay on top of that because that can get hairy, also, not that many of our respondents manscape, but that question really deserved a caveat along the lines of, are you a man or something like that, but still there's nothing wrong with trimming the hedges at the change of a new moon or shifting of a star sign or mercury going into retrograde, and we've asked all these questions because we're curious, because we like to get inspired, but also, and simply, questions start conversations, so often you've probably started a social discourse with a "how are ya" or a "what have you been up to" and those starters lead into meatier entrées of more queries and these often result in debates, some guffaws, which is French for laughs, decisions are made, things happen, and that's very exciting, but these things often come about because a question was asked and so we ask these questions and that starts things off in the right direction, that's the RED way, we're consumer inspired, creatively driven and results obsessed, we have sexy posters of marketing metrics and results above our beds, they help coo us to sleep and then keep us up at night because inspiration often doesn't wait for you to be ready, also here are some ones and zeroes just for fun 10101010 LOL001010101 10101010101010101 wow what a blast, it's also binary for we really like you and think you're cool and can see a great future for us together, so here we are, let this be the formal invitation, take a look at what we've discovered over the past half year or so, and perhaps some inspiration might come your way, or at the very least you'll get some insights into the human experience, maybe it'll start some conversations for you, maybe it'll help you change the world in whichever way you're planning on changing the world, or maybe it's just a bit of interesting, and even a little bit of interesting is very interesting to us, so let us know about the things that make you go hmmmmmm because that's a gold mine right there and we're in a digging mood, and that's in no way intended to be creepy, we're just a curious creative group, anywho, let's talk, chat, if you will, let this RED Bi-Annual Report break the ice, all our email addresses are on the RED website at REDTheAgency.com or you can give us a call for a chit chat—our Edmonton phone number is 780-426-3627 and our Vancouver office has a classic phone number of 778-328-7656, and there you have it, go on, break that dang ice already—there's a whole heap of conversation starters on the other side of this here poster—as mentioned before, we are a consumer inspired agency, and because of that, we chose to gather inspiration from our consumers every single day—these are our most curious findings from the past 186 days and counting—and while we're at it, here's one more question, what inspires you?

Over the past half year, RED The Agency has engaged with consumers far and wide on its world wide web page. With simple yes or no questions, we've gained insight into what makes people tick. These are some of our more interesting findings.

The world is changing. It always has been. And because of our increased connectedness, understanding how and why change is happening is a bit easier. In this day and age, people only need to point themselves toward the vast expanse of cyber space to exchange a "q" for an "a." When things go right, there's truth to be had. And when we create the work we're known for, one of the first things we do is look for truth. Truth from the brands we work with, and truth from the consumers with whom we're engaging. And from truth, we find inspiration.

A COLLECTION OF OUR FINDINGS – JUNE 2015 TO DECEMBER 2015



DO YOU BELIEVE IN GOD?

YES: 57% NO: 43%
And as he looked back at the footprints in the sand, there was only one set. "Gandalf," asked Frodo, "what's up with those footprints?" And at this point, Gandalf was totally pissed because he had to carry Frodo's tired ass, so he said nothing and things stayed pretty awkward for a bit.



ARE SOCKS AND SANDALS OKAY?

YES: 15% NO: 85%
15% of respondents are utter and complete monsters.



HAVE YOU CRIED AT WORK?

YES: 56% NO: 44%
Oh, you zip it, Doris! Rogers Hornsby was my manager, and he called me a talking pile of pigshit. And that was when my parents drove all the way down from Michigan to see me play the game. And did I cry? NO. And do you know why? Because there's no crying in baseball. THERE'S NO CRYING IN BASEBALL! No crying!
– Jimmy Dugan



HAVE YOU TALKED TO YOUR MOM THIS WEEK?

YES: 52% NO: 48%
Why don't you call more often? Are you eating enough? You sound thin. Gerald, your son sounds thin! What? No, I'm talking to him right now. ON THE PHONE. I know, I know, it must be a special occasion. Mister big shot has time to call his parents... What do you mean this is why you don't call more often?



WOULD YOU VOLUNTEER TO COLONIZE MARS?

YES: 34% NO: 66%
Thanks, Matt Damons.



DO YOU HATE YOUR BOSS?

YES: 11% NO: 89%
11%, can I see you in my office please?



WOULD YOU SURVIVE A ZOMBIE APOCALYPSE?

YES: 69% NO: 31%
Optimism alone won't stop the sweet passionate embrace of the undead. Knowing how you'll survive the zombie apocalypse is key. What do you have in your bug-out bag? Do you have a bug-out location? What about heavily salted apocalypse rations? At the very least, you should invest in a hot air balloon and ride out the wave of zombies. That is, unless... bird zombies?



EVER EATEN A ROOMMATE'S FOOD?

YES: 67% NO: 33%
These findings are curious. It seems that 33% of you never had a roommate.



DO YOU OWN ANY MUSIC ON VINYL?

YES: 34% NO: 66%
You've heard Dark Side of the Moon, but have you listened to it on vinyl? It costs more and you have to change it over half way through. It's a real bumner.



HAVE YOU EVER DATED SOMEONE YOUR PARENTS DIDN'T LIKE?

YES: 84% NO: 16%
Mom, Dad, I'd like to introduce you to my new boyfriend, Satan. Oh sure, he's a little rough around the edges, but like you weren't, Dad. LIKE YOU WEREN'T.



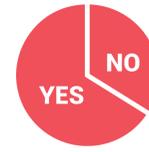
DO YOU THINK VEGETARIANS SECRETLY EAT MEAT?

YES: 36% NO: 64%
What's most concerning about this question is how suspicious we've all become of vegetarians. Can they be trusted? Probably not.



DO YOU PEE IN THE SHOWER?

YES: 43% NO: 57%
How else do you get rid of athlete's foot?



DO YOU TEXT MORE THAN YOU EMAIL?

YES: 64% NO: 36%
Pick up the phone. You've got three options. Call, text or email. Calling is right out, that's easy. Emailing's great for the long winded among us, but texting, sweet texting, it makes the brevity of "k." okay.



DO YOU WALK UP DOWN ESCALATORS?

YES: 64% NO: 33%
Anarchy on escalators will not be tolerated.



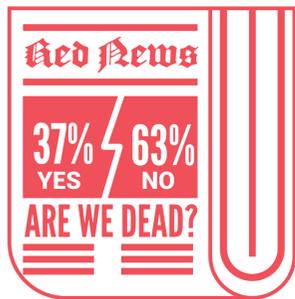
DO YOU USE AN AD BLOCKER?

YES: 44% NO: 56%
This isn't a surprise. It's on us as advertisers to create content so engaging that people want to seek it out. Whether it's a banner, pre-roll or some annoying pop-up ad, what we create needs to be worthy of someone's time.



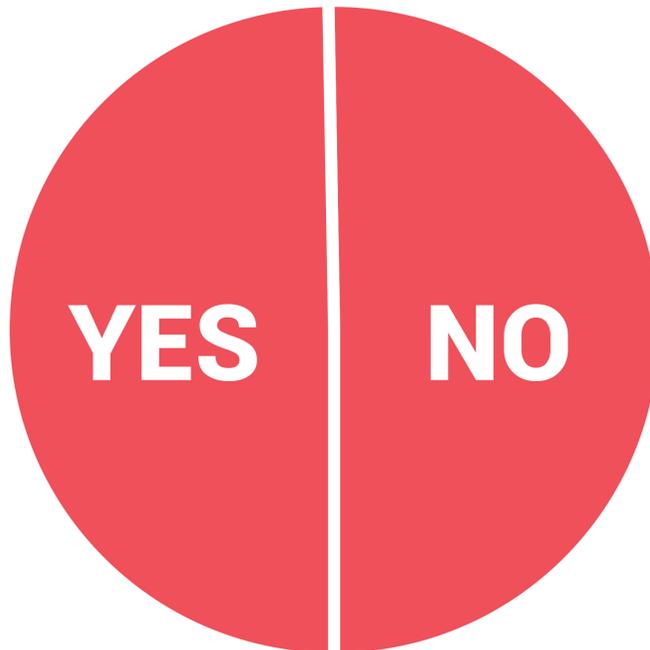
HAVE YOU EVER SLEPT WITH A COWORKER?

YES: 32% NO: 68%
Ahhhh fire, it seems 32% of you have played with it in a professional setting. Well, here's hoping things didn't get weird after the fact.



ARE NEWSPAPERS DEAD?

YES: 37% NO: 63%
According to the Internet, print is alive and well. Sure, some have their doubts, but like all good stories, uncertainty is always a bit more interesting.



On December 9, 2015, we sequestered ourselves to create this massive beast of a poster. In the six months leading up to that date, 15,510 unique visitors from 125 different countries had been to our website. And at that time, the YES vote was ahead 2,451 to 2,450. Optimism is slight but powerful.



DO YOU VISIT A COMPANY'S WEBSITE BEFORE CALLING THEM?

YES: 88% NO: 12%
88% of you will check us out first at REDTheAgency.com, the other 12% will just drop us a line at 780-426-3627 (Edmonton) or 778-328-7656 (Vancouver).



HAVE YOU EVER TAKEN A SELFIE?

YES: 81% NO: 19%
Nestled high atop the pantheon of Canada's greatest inventions are the selfie stick and the Canadarm. Or as we like to call them, regular selfie stick and space selfie stick. #SpaceShuttleDuckLips



HAVE YOU EVER DONE THE WALK OF SHAME?

YES: 50% NO: 50%
50% of people did a walk of glory instead.



DO CANADIANS PAY TOO MUCH FOR MOBILE?

YES: 81% NO: 19%
Just texting to let you know you're 200% past your data usage for the month. The current billing cycle ends in 28 days.



DO YOU SMOKE MARIJUANA?

YES: 30% NO: 70%
For many, marijuana is a gateway drug. A gateway to giggles, munchies and uhhhhhhhhhh.



DO YOU KNOW WHAT THE SECOND FASTEST LAND MAMMAL IS?

YES: 38% NO: 62%
38% of you are obvious fans of the super cool and pretty friendly, pronghorn antelope. Its predator is the first fastest land mammal, the cheetah. Nature, you cruel bitch.



DO YOU WATCH THE SUPER BOWL JUST FOR THE ADS?

YES: 56% NO: 44%
Some of the world's finest advertising found humble beginnings at the Super Bowl. But it's not a cheap investment. The average 30-second Super Bowl commercial costs \$4.5 million for media alone.



WILL YOU HAVE MORE THAN ONE CAREER IN YOUR LIFETIME?

YES: 87% NO: 13%
At RED, we like to encourage employees to answer our daily website questions. It's likely our staff didn't participate on this one. Right, guys?



DO YOU CORRECT OTHER PEOPLE'S GRAMMAR?

YES: 59% NO: 41%
Thank you for making the world a better place, people who can hold off on nitpicking.



DO YOU LOVE WHAT YOU DO FOR A LIVING?

YES: 78% NO: 22%
Do what you love and you'll never work a day in your life. Well, that, or you'll eventually hate what you love, and move your love elsewhere.



HAVE YOU EVER PARTICIPATED IN MARKETING RESEARCH?

YES: 42% NO: 58%
58% of people don't realize the irony.



DOES ADVERTISING WORK?

YES: 82% NO: 18%
Call now, a salesperson is standing by. Actually, wait, this question isn't fair. We know for a fact that advertising does work. It's just that some advertising works better.



DO YOU THINK TRAVEL CAN END RACIAL INTOLERANCE?

YES: 72% NO: 28%
Perhaps travel cannot prevent bigotry, but by demonstrating that all peoples cry, laugh, eat, worry, and die, it can introduce the idea that if we try and understand each other, we may even become friends.
– Maya Angelou



ARE LIKES MORE IMPORTANT THAN HUGS?

YES: 29% NO: 71%
There's nothing like the human touch that taps a screen to momentarily fill someone's self esteem. Nothing except a friggin' good hug.



DO YOU SURF THE WEB WHILE WATCHING TV?

YES: 72% NO: 28%
It's safe to say that the apocalypse isn't going to be because of zombies. It'll be because of what happens when the Wi-Fi goes out.



WOULD YOU VOTE FOR DON CHERRY IF HE RAN FOR OFFICE?

YES: 29% NO: 71%
It's highly unlikely that a man who dresses like your mema's couch cares about what people think of him. That said, imagine a Canada and U.S. run by Don Cherry and Donald Trump. The Dons of North America would truly be a sight to behold.



ARE KIDS MORE CREATIVE THAN ADULTS?

YES: 91% NO: 9%
When you're a kid, anything is possible. As adults, we tend to think of what limits us first. Perhaps to even the creativity scales against these tiny humans, we need to release how to think without limits. It probably also helps to clap your hands if you're happy and you know it.