



# The Story of Just Global.

*Written by All of Us*



# Today, we start Just Global

*A marketers favo(u)rite agency.*



Our new agency offers a sophisticated and modern integration of three powerful disciplines – media, creative and data – working as one to grow great brands.





## *But that's not it.*

As the world's digital transformation continues on hyperdrive, it's not only the platforms and technological advances that marketer's value. It's the people and human relationships behind the services that take performance to another level.





Join us on our adventure to transform 'marketing as usual' into dynamic, impactful human experiences that leverage a brand's deeper purpose to excite audiences, create positive business outcomes and drive *sustainable growth*.



# Who We Are Today



**W**e're taking the strengths of JUST and combining with the strengths of Enigma to build something stronger and more complete together.



# We are 150+

of the world's best talent with deep expertise within media, creative and data practices, distributed across North America (California, Texas, North Carolina), Europe (England) and Asia Pacific (Australia and Singapore).



# We Serve 80+

of world's leading global companies - mostly B2B-focused and technology-driven - with a frictionless service experience that creates richer connections between brands and their customers.

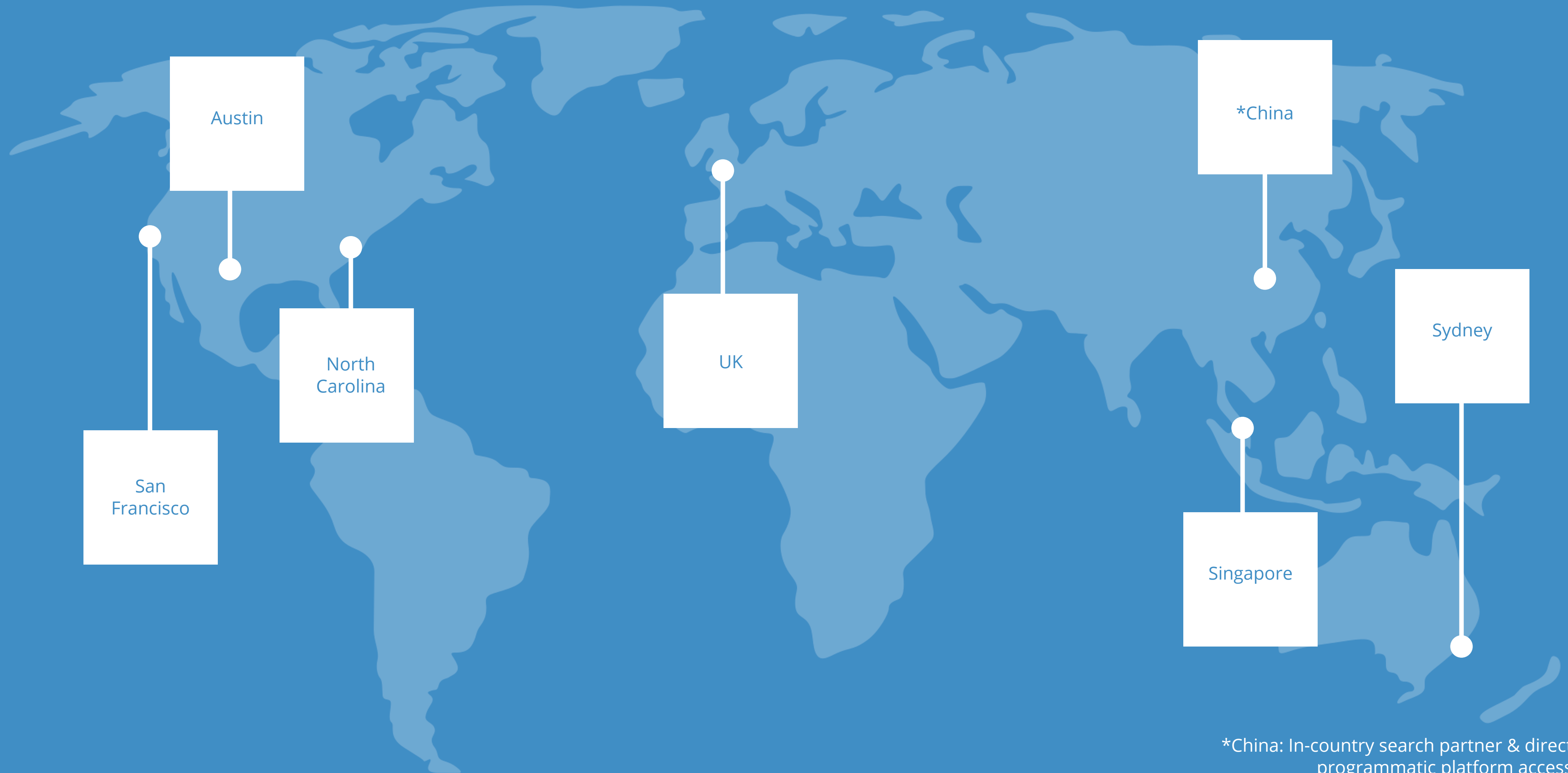


**1+1=3**

As our two agencies join forces, Just Global is now the only truly integrated, full service independent global B2B-focused agency.



# Just Global around the world.



\*China: In-country search partner & direct programmatic platform access



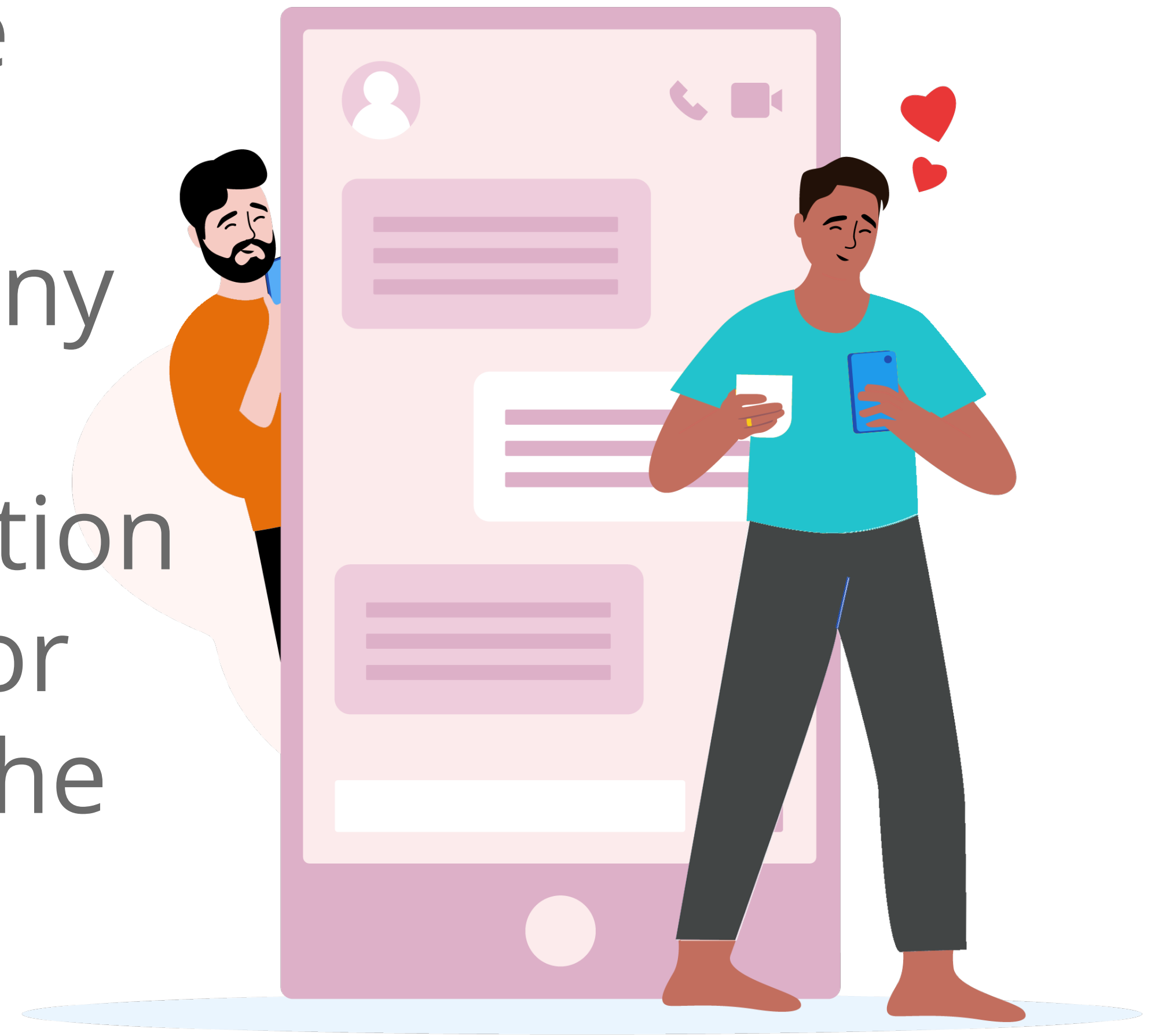
# The Courtship

*A new media universe demanded  
a new kind of integrated agency.*





**J**UST and Enigma have worked together on shared clients over many years. A conversation about future collaboration evolved into a desire for the full integration of the two agencies.





Enigma brings to JUST their team of highly-talented designers and digital creators to fill out the rest of JUST's growing creative services while JUST's deep knowledge in data and media will *further enhance* Enigma's work.





**WE LOVE WHEN  
CLOUDS PLAY  
NICE TOGETHER.**

**WITH LOVE,  
CLOUDERA**

**THE ENTERPRISE DATA  
CLOUD COMPANY**



Global foreign exchange  
**It's what tve do**

Global foreign exchange advertisement featuring a man in a white shirt and a graphic of a dollar sign surrounded by other currency symbols.

**TATA  
CONSULTANCY  
SERVICES**

Embracing  
change is the  
best way forward

[FIND OUT MORE](#)

Tata Consultancy Services advertisement featuring a colorful chameleon perched on a branch.

YOU'RE THE  
**REBEL MASTER**

A ROYAL COMMANDER - A RELATIONSHIP BUILDER & LEADER



**Minutes**

Minutes advertisement featuring a laptop screen displaying the word 'Minutes' in a large, white, cursive font, with a stopwatch icon next to it.

**Powerful Truth:  
Partial data leads to  
half-baked thinking.**

Powerful Truth: Partial data leads to half-baked thinking. Advertisement featuring a graphic of a partial globe.

**WE LOVE WHEN**

**CirrusHQ**

Evolution is necessary  
for survival.

CirrusHQ advertisement featuring a portrait of Charles Darwin and the text 'Evolution is necessary for survival.'





The new org marries JUST's data and media capabilities with Enigma's digital creative expertise and global operations.



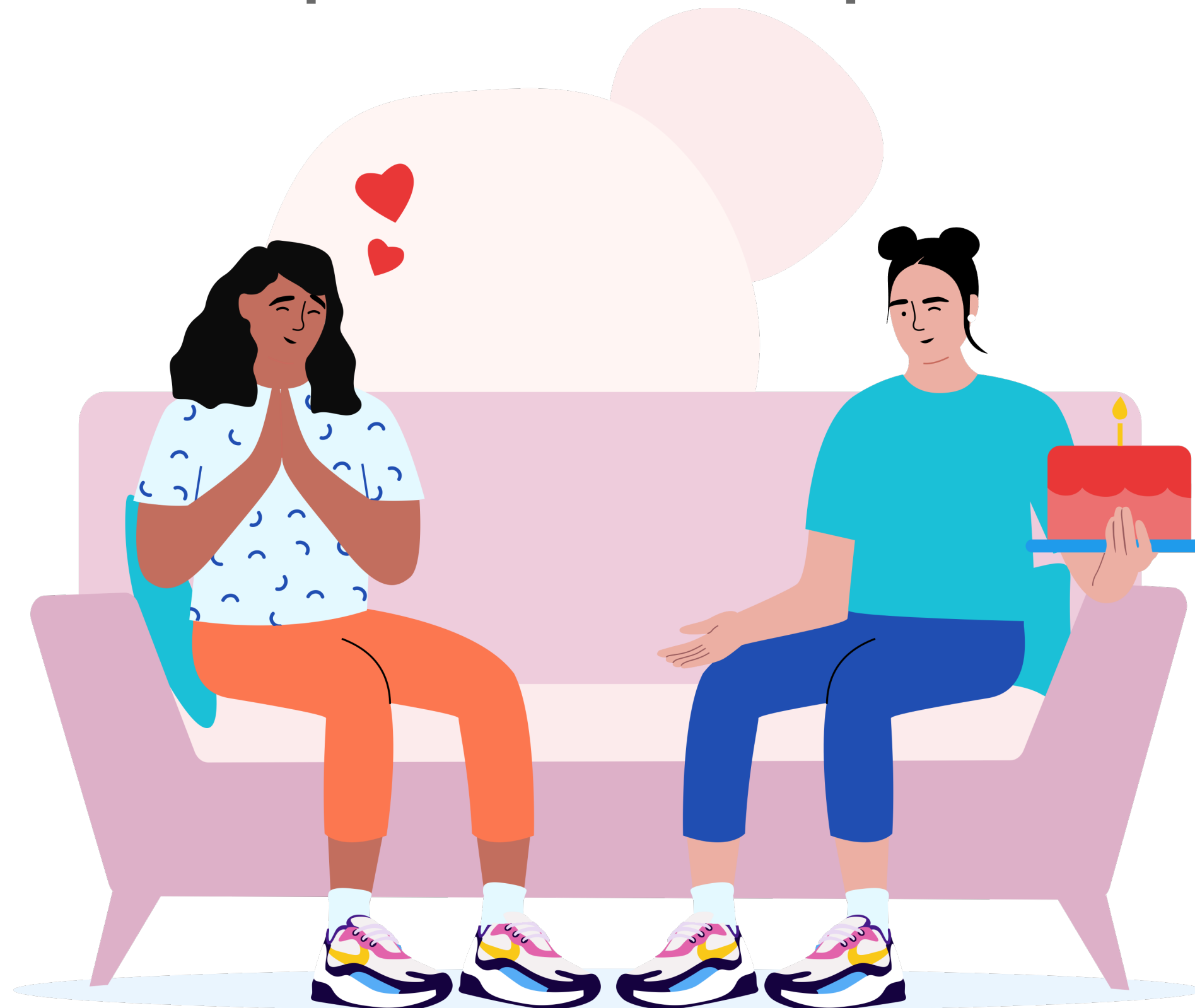


At the core of both agencies is the deep devotion to taking care of people. We both see the *humanity in business.*





Just Global will always be a values-driven company. Our like-minded value system is a key asset in this partnership.





# Our History

## Welcome, Just Media!

Agency founded in London by SdH

## Coming to America

Opened first U.S. office in New York before heading west to the SF Bay Area

## US Becomes HQ

We settle into the Bay Area while the Europe business is divested

## Texas, y'all!

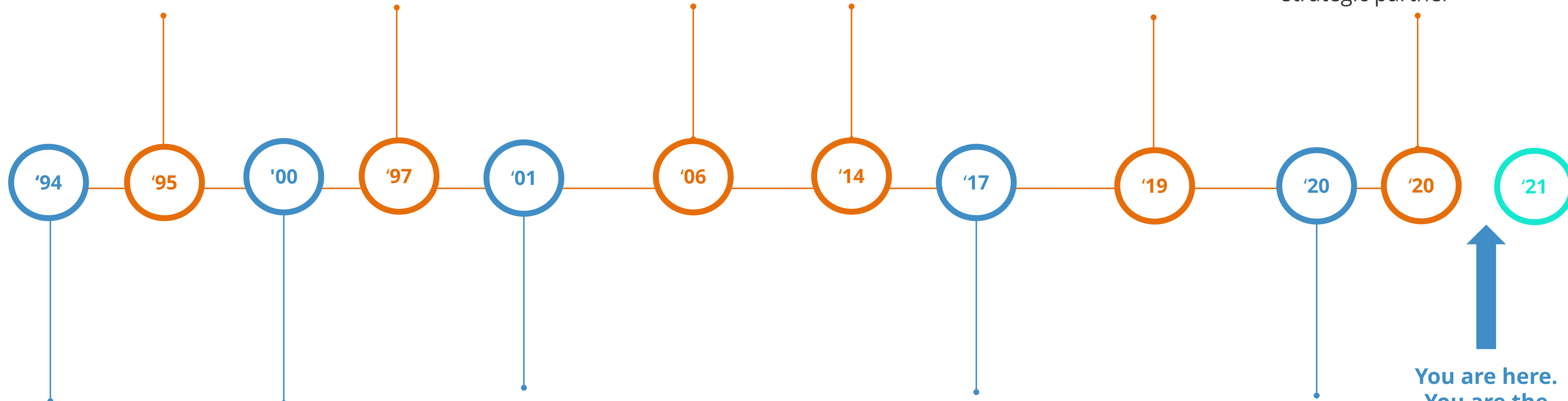
We open in Austin, another technology hub

## Creative Offering

Just evolves from specialty media to full-service marketing

## Just Global

Just and Enigma join forces to create, Just Global: a brand's most creative and strategic partner



## Enigma formed

Martin Simcock and John Langstone found Enigma Graphics

## Name change

Enigma graphics becomes Enigma Marketing Services

## Digital Ambitions

Enigma takes on first digital project

## G'Day

Enigma opens Sydney, Australia office

## Sing it

Enigma opens Singapore office

You are here. You are the future.



We are unparalleled as a global, B2B-focused, independent and *truly full-service* agency powerhouse. With media, insights and creative expertise underpinned by data, we are uniquely positioned in the market against the competition. We are agile and responsive, with a full spectrum of deep digital expertise to deliver fully integrated, high-performance campaigns.





Our customer teams of account, media, creative, platforms and analytics specialists work together as *one symbiotic* group to deliver on insights-driven, full-funnel brand-to-demand strategies.



We grow the world's most impactful brands by activating relationships with people in wildly inventive and genuinely authentic ways.





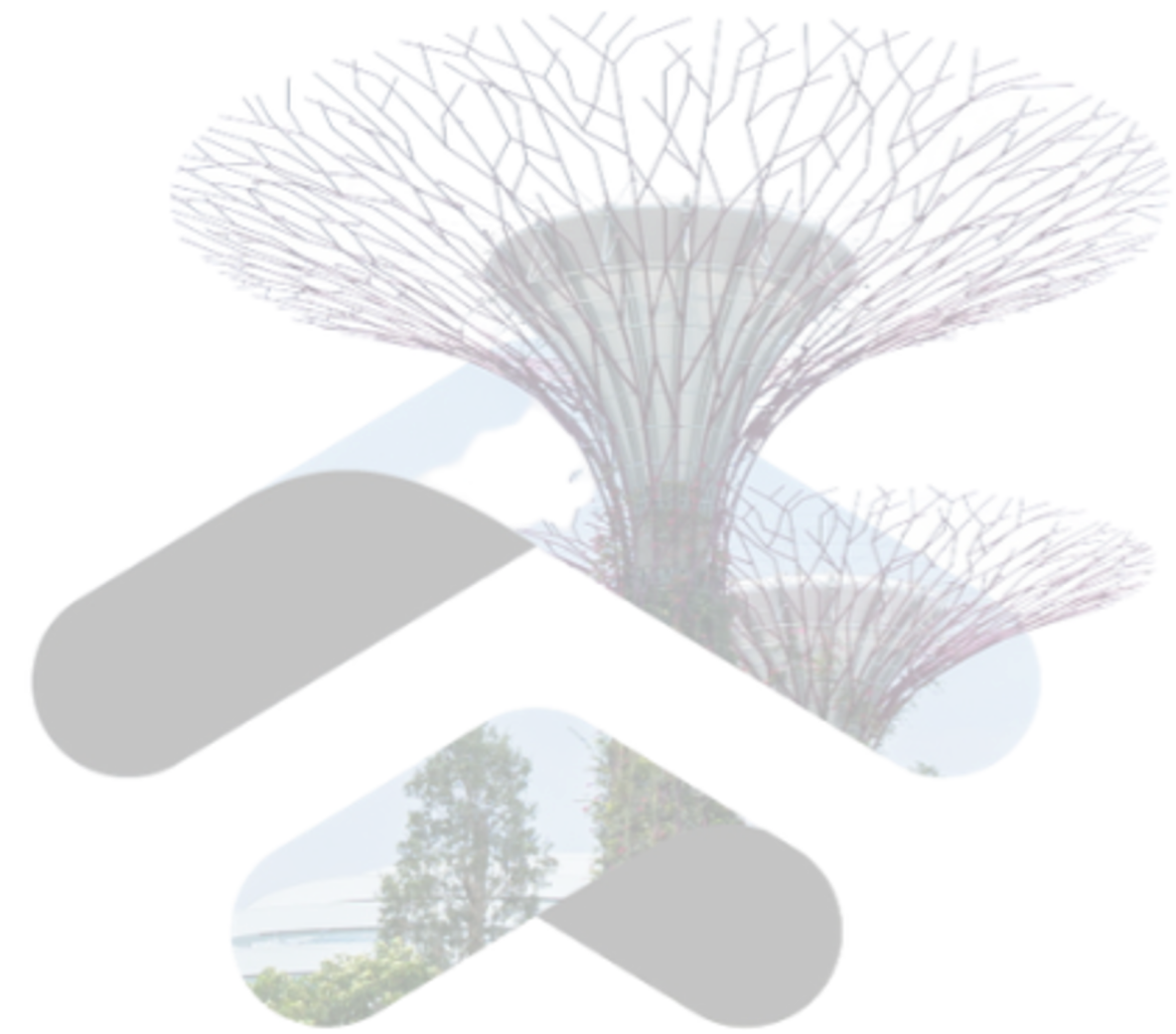
# The Beginning.

*The greater our agency becomes,  
the greater opportunities for  
your career.*



Being invested in the success of Just Global *unlocks limitless growth opportunities* for your professional development. Whether it's access to a diverse set of 80+ leading brands, upskilling through cross-departmental collaboration or learnings from international cultures, this is only the beginning.





# To Infinity and Beyond...

