The Hitchhiker’s Guide to

BeCore
Good Job

Well done, you’re officially part of the BeCore few. Give yourself a pat on the back and have a feel good moment or two, you’re about to embark on an adventure that’s bound to grow you as a professional and a person. Ok, that’s enough back patting, there’s work to be done and there are some things you’ll need to know before you get started.

First off, now that you’re one of us, you’ll be guided by our credo of Curious Minds = Compelling Experiences. Like us, you’ll be passionate about learning new things, discovery, innovation, and bringing big ideas to life. Like us, you’ll think strategically about our clients’ needs and be driven to create compelling experiences.

Let’s start with ten things you should know about how stuff works around here. Ten little principles that’ll make your life easier and make all our lives together more fun. (They might even make you more attractive but we’re not making any promises.)
The 10 Principles

I
Clients. Consumers. Co-workers. Do the job right and all three win.

II
Don’t be afraid to fail. It’ll teach you how to succeed.

III
Embrace change. It’s definitely going to embrace to you.

IV
This is a team sport. We’re stronger together. Always.

V

VI
Everyday in every way, bring your best.

VII
Fun. Have it.

VIII
No excuses. Take responsibility.

IX
Clean up after yourself.

X
Don’t be a di*k.
Experience Architects

We’re an experiential marketing agency. We conceive and create all kinds of brand experiences for all kinds of audiences. Sometimes it’s a party, sometimes it’s an exhibition, sometimes it’s dancing girls and dwarves*. What we really do is find strategically smart ways to help brands interact with their audiences. Though most of our work is done in physical spaces, our solutions can include everything from traditional advertising to social media marketing.

We work with some of the world’s most famous brands. We’ve created events for Red Bull, Nike and Microsoft, invented listening environments for Sonos, conducted social media campaigns and sports tours. Know about our history of work, it’ll give you a good grasp of our capabilities.

*We actually don’t usually work with dancing girls and dwarves, though we’re open to the idea should the opportunity arise.
Once Upon a Time in 1999

BeCore started with one man, one pickup truck and one delivery job for a fledgling energy drink brand called Red Bull. You can still find that one man wandering the hallways of BeCore today. His name is Mark Billik, and he’s our CEO.

In 2003, Kelly Vaught joined Mark and they set about building a reputation for excellence. Services expanded and the little garage enterprise moved into a real warehouse office space. They grew a client roster and an award shelf that’s hard to rival.

In 2011, BeCore moved to the space you’re in today. While the commute can be a bastard, there are some exceptionally dynamic meeting spaces, flexible workstations, and incredible amenities like bathrooms, lights and running water. Importantly, there are more taco trucks per capita in this neighborhood than any other place on the planet.
Heaps of Peeps

You’ll notice that the place is populated by people of all sizes, shapes, colors, and fashion senses, coming and going and vice versa. You’ll also notice that we have a few different environments, two different floors, two different stairwells, a warehouse, and a parking lot that pushes the limits of what’s possible. Once you’ve recovered from the dizziness you’ll see that there is in fact a method to the mayhem. Here’s how that breaks down:

Upstairs:
• Accounting
• New Business
• Design & Creative
• Administration
• Beer (New Vaudeville)
• Energy Space / Party Area / Brainstorming
• Mark & Kelly

Downstairs:
• Reception
• Producers
• Conference Room
• Kitchen – Red Bull Fridge

Warehouse:
• Workshop
• Storage
• Fabrication
• Shipping & Receiving
Morning, Noon & Night

We strategize, we ideate, we build, we create, we execute. We do.

Sometimes it’s crazy busy. Sometimes it’s just busy. Occasionally it’s just crazy. We play as hard as we work, and we work like our livelihoods depend on it because they do. We also have meetings, brainstorming sessions, hangouts, parties, and play the occasional prank or two. The point is, things are always changing. The best advice we can give you is to surf the ebb and flow and go as you see us go.

You have a voice and your opinion is valued so if you have an idea that you think will make this a better place to be, please share it. We won’t laugh at you or call you names. We won’t tell your friends and family that you’re a witless nincompoop. We won’t judge you.

(Just keep in mind that we have a rhythm that’s been 14 years in the making, so try not to stray too far off key.)
The SSSSS (Super Special Secret Salvation Sauce)

There isn’t one. There is, however, our credo of curious minds. We’re a group of inquisitive thinkers and the first thing we do to start every project is ask a ton of questions. We uncover as much information as we can find, we discover hidden truths, we dig up insights. We learn.

We’re paid to deliver strategically smart solutions that are flawlessly executed and the key ingredient in that mix is how much we know about our clients businesses, their challenges, their audiences, the market, and the business environment as a whole.

The Mandatories:

Prepare. We’re a small, agile shop and we wear a lot of different hats. One day we’re thinking up a touch-screen game for a bank, the next day we’re devising a social marketing strategy for a toy company, the next we’re picking up beach trash for a foundation or executing a retail activation for a sports brand. In every case, we prepare.

Teamwork. It’s an essential aspect of everything we do. Be co-operative, be collaborative, get things done. Don’t forget to treat people with dignity and respect (as you’d like to be treated), and remember that our clients are as much a part of the team as our colleagues. Keep in mind that the credit for every success will always belong to the client, and the responsibility for anything less will always rest with us.

Why so serious? We’re laid back and we laugh a lot. We dig what we do. We have a good time. We like our clients. We love where we work and the people we work with. While the atmosphere here is pretty chill, we work with purpose and bring 100% to every job, every time. If you’ve got a better idea for how to work, we’d love to hear it.

Be Good. Be humble, be selfless, make brilliant work, make smart decisions, be thankful, be grateful, recognize people for their contributions big and small. Be a good person, have a good attitude, love your job.

We are BeCore. We are musicians, dancers, artists, surfers, granolas, beer drinkers and all around good people. We Are BeCore.
The BeCore Brand Laboratory

One of the things you’ll find yourself thanking your lucky stars for is the BeCore Brand Lab. It’s a philosophy and a process; it’s how we learn about the challenges and opportunities our clients face by working on our own experimental brands.

The New Vaudeville Brewing Company is our firstborn. (It’s true, you work at a brewing company.) We create the recipes, design the labels, bottle it, distribute it, and yes, we drink it too. Working on our own brands extends our expertise, making us smarter marketers and better partners. It doesn’t hurt our beer drinking skills either.

It’s a new initiative and there’s room for more so if you’ve got something up your sleeve you’d like to share, we’re all ears.
Get Your Mojo @ the Dojo

We, the Becore Producers, are the ninjas of logistics, with unmatched executional cunning. We are undisputedly the masters of make-it-happen. Everyday we dodge and weave our way through treacherous gauntlets of logistical snares, pitfalls and trapdoors. Everyday we emerge victorious.

On your first day, you will be welcomed into our Ninja training program. This is the first of our two-part training intensive that will set you on the path to power and enlightenment. After two weeks of experience in production, you will return to the Dojo for Samaurai training where you will have an extended education session on some of the more complicated tasks that you will be asked to perform, sharpening your understanding, honing your intuition, and finally advancing your mastery into the realm of the Samurai. Once there, a black belt and the admiration of your peers, you will earn. This will bring you great pride.

“Now use head for something other than target.”

—Mr. Miyagi
The Whole World in Your Hands

Like you, we’re a work in progress. While our culture is strong, it’s not carved in stone. We evolve and you are living proof of that. We believe in you and believe that you’ll make us better than we were without you. How you do, how much you make of this opportunity, how far you go; it’s all in your hands.

One last list of do’s and don’ts:

• Don’t deserve it, earn it
• Don’t expect it, go get it
• Don’t self promote, stand out
• Don’t let your voice tell us; let your work show us
**BeCore Glossary**

**Beer storming**– Proof that alcohol doesn’t kill the smartest brain cells

**Key Rack**– We double park our cars so unless you want to stay the night be sure to leave your keys hanging on the hooks adjacent to the reception desk on the ground floor

**Pet Friendly**– You are responsible for anything your pet is responsible for

**Zjuj**– Fancy, decorative, stylized

**Hey Team!**– “I’m late or I’m out” immediately follows

**Even Accounting**– Of course they are part of the team

**Family Fridays**– Ever watch “CHEERS”? 

**Half Day**– Leaving work at 5PM

**Coffemate**– Lifeblood at BeCore that comes in 12 varieties all located in the refrigerator downstairs

**Microwave**– A decorative display piece of which we have three. One is rumored to work

**Hmm... Weird**– I may not agree with, believe or understand what is happening or being said

**ImpromptuQ**– Unscheduled BBQ

**Cans of Red Bull**– Often used as currency

**Ka-Caw! Ka-Caw!** – A warning or alarm sounded when a co-worker needs to be notified of potential hazard during a presentation. Can often be followed by a coded declaration that’s repeated with dramatic deliberation. Eg: “Ka-Caw! Ka-Caw! The information is on the disk. The information is on...the...disk”

**Team Meetings** – A rendezvous designed to discuss updates, deliver new information, recognize co-workers, highlight problems, and sing praises. Sometimes referred to as happy hour
BeCore culture...... As defined by our employees

Alyssa J.  
employee since 2010

For me, BeCore’s culture can best be described as ... strong, committed, eager & determined. Our teams will truly do whatever it takes—sometimes to a fault. The core team will do whatever is needed to make BeCore, Clients, and programs successful. BeCore’s culture is also built as a family; the strength in the team is what keeps us moving along.

BeCore’s culture has made me stronger as a person, as a producer and as a leader. My biggest strength and weakness is simply doing “whatever it takes” to grow with BeCore, my Clients and my team. BeCore’s culture is what makes the long hours, crazy events, and stressful moments worth coming to work day after day.

Whitney L.  
employee since 2009

Working at BeCore has become a lifestyle— not just a job. We have a work-hard / play-hard mentality that instigates premium work and success along with excitement and passion for everything we do— inside and outside of the office. It’s a family over here- we support each other, laugh at each other, challenge each other and learn from each other every single day. The fact that I can truly say that I love what I do and where I work is pretty amazing.

Nir B.  
employee since 2010

BeCore culture means making it happen beyond the call... and despite the obstacles...
Cultivating polar ends into a newly formed creation. Making form and function compliment rather than dominate.
It means being playful yet skillful, silly yet intelligent, laid back yet dependable.

Professionally - it has widened my artistic and technical skills to areas I would otherwise never explore.
It has presented many new challenges and countless opportunities, exercising quick thinking, creative problem solving and flexible skill set, all used to successfully and repeatedly lead the way to completion.

Personally - it has opened my horizons to new experiences, cultures, sports, brands and most importantly - people. People I have welcomed into my life and have welcomed me to theirs

Nikki M.  
employee since 2006+

To me our culture represents a way of life. You have to “WANT” to work for a company like BeCore. It’s hard core, you get dirty you weather crazy storms, you drive an insane amount of miles and you encounter some interesting characters along the way.
But at the end of it all, you look around and realize that everyone beside you... still working hard...has been there, with you, on the same strange trip. Everyone at BeCore is vastly different yet connected in some way. Everyone is team oriented yet likes to gif’er done regardless if there’s a helping hand or not. No one here takes life too seriously and everyone who sticks around for a while is extremely humble and self aware. To me this is inspiring and helps me continuously grow in my personal and professional life.
Melissa W.
employee since 2012

It feels like a family here. I never wanted to work at an agency because I didn’t want to be stuck everyday with a bunch of terrible “event planners” with nasty attitudes. Everyone her pulls for each other as has fun. I take fun very seriously! I like that I am able to trust the people I work with and am proud to call them my friends.

Shawn G.
employee since 2007

Pride, creativity, going that extra step and working as a team. Enabled me to learn patience and help other team members grow.

Michelle B.
employee since 2010

BeCore, to me, is one big family. I’ve never seen a more passionate team of strangers come together and engage, respect and enjoy each other so much. Personalities vary but the common bond stays the same. Add a work hard, play hard mentality that encourages creative freedom to extremely driven and outgoing people and that’s BeCore’s culture.

How has this affected me?

"Choose a job you love, and you will never have to work a day in your life." – Confucius
Ryan V.
employee since 2006

BeCore’s culture to me is “we’re all in this together.” It’s a family environment & I think that contributes to everyone so willing to go above and beyond the job requirements. I am glad to put in extra work if my friends and coworkers need the help. I think this has affected me tremendously. I really feel like I have a second family and even though the job is very stressful, the fact that we are all so close & “in it together” makes the job worth it. I enjoy getting up & coming to work everyday to be with such amazing people!

Kelsey T.
employee since 2008

BeCore is an eclectic conglomeration of talented, driven, interesting and fun people. I believe the dreams and ideas of these people dictate the creative work we do with our clients the unique brands that we are moved to work with and about all the supportive atmosphere that envelopes our office. This drives me to work harder, contribute more, achieve the nearly impossible and leave with a smile on my face and an accomplishment in my pocket.

Roger M.
employee since 2010

Great people- exciting work- daily challenges- sense of family- helping one another. It makes the 9-5 (or 9-Midnight) work fun and rewarding.

Libby J.
employee since 2013

BeCore culture means a family of creative, hard working, loving and accepting individuals who inspire me to improve and challenge myself in both career and personal goals. I have learned and grown so much from the BeCore experience and am so thankful to have been influenced by some of the most intelligent and admirable people.

Sasha R.
employee since 2012

BeCore culture to me has meant a diverse group of people that are united based on a common love for what we do and a strong work ethic of doing “Whatever it takes” to get the job done. (I do think this is something we currently need to work on more with our new hires & current employees.)

Ian F.
employee since 2012

BeCore’s culture shows me to work together to achieve a better goal. I can see that we aim to be a team and the outcome is greater when all parts of BeCore work together. BeCore is a company that is small enough to see like a family where everyone has one another’s back. It is a friendly place where you want to go to work. It has affected me positively. I look forward to coming to work to be with cool and friendly people.

Ali Parker.
employee since 2013

BeCore’s culture allows employees to grow not only in business but as people. The open door atmosphere allows everyone’s voice to be heard. It definitely has allowed me to grow creatively and I feel like I’m playing an active role.
Ryan B.  
employee since 2012

An ambitious, confident, powerful group of people has made me want to be the best I can be! Inspired by the creativity and knowledge that comes out of this company!

Stacy B.  
employee since 2010+

Everyone is welcome. Anything is possible. 80% of the time it works every time. Teamwork- I think people put just a little more effort in because of our team.

Kelly V.  
employee since 2004

Quality of life. Helps me maintain a quality of life makes me empathetic to clients who work in a corporate environment. Makes me feel more creative.

Jen F.  
employee since 2011

BeCore’s culture means family to me. Families fight, families love, families celebrate and families get through stuff together. It’s affected me by adopting me into the family and giving me the freedom to be creative and inspired.

David M.  
employee since 2012

The culture of BeCore is a culmination of the individuals within Becore. It consists of the dedication, commitment, perseverance that we each put forth. Aside from the devotion towards our jobs, our culture consists of the genuine care that we share with each other. Collectively, it can be describes as a family metaphorically speaking. It’s affect on myself is unique in that I am able to collaborate with each individual on a more common level.

Mark B.  
employee since before BeCore existed

Being in a place that is family oriented. Our culture means being young at heart and doing fun things w/ the team in and out of work. Our culture speaks to how we think about our job and how we get things done. “Whatever it Takes” It has affected me by who we hire and how we treat each other. It makes me proud to have such a diverse group of people to work with.
Peter A.
employee since 2012

BeCore’s culture is collegial and supportive. Ultimately, this atmosphere leads to better work as we are all encouraged to think independently about projects. BeCore lives up to its mission of Curious minds + compelling experiences.

Richard B.
employee since 2011+

BeCore’s culture to me means all the great things there is to say. It’s made me realize that when someone says, “I love my job” that they are really telling the truth. Yes, so, I also love coming to work for BeCore. Thanks BeCore Family!

David S.
employee since 2011+

BeCore’s culture to me can best be defined as a culture of extensions and links. Everyone who is and has been employed here is related or linked socially in some way, shape or form. The fact that there are so many links within the company create a culture of extended family & friends. In turn this creates a work environment which is not only fun but also when shit hits the fan people will have your back and do whatever it takes to get the job done. BeCore’s culture has affected me in an extremely positive way. The family environment has been apart of my life for nearly a decade and has supported me both on the job and in my personal life. I am not aware of too many “jobs” that will adjust to your schedule the way BeCore has for me, nor do I know of many who go out of their way to create a fun environment for their employees the way BeCore does. The mere fact that BeCore has experienced so much growth is testament to the fact that the culture has created a successful work environment. Being a part of that success and witnessing it grow from a garage operation to where it is today has been an enjoyable experience and one of the influencing factors which has shaped the person I am today.