Don’t Be Abominable

In response to a pervasive atmosphere of meanspiritedness, the agency introduced the Yeti 10 years ago, a creature that embodies kindness and strives to help humans be more human. In this annual video – created entirely with donated time, resources and ad space – the Yeti reminds us that kindness needs to start with yourself. With a hidden camera behind a one-way mirror, we approached regular folks across the state and “tricked” them into saying something kind to the most important person – themselves.

The campaign is also a key self promotion for the agency, building on our core culture statement – Be a Good Human.