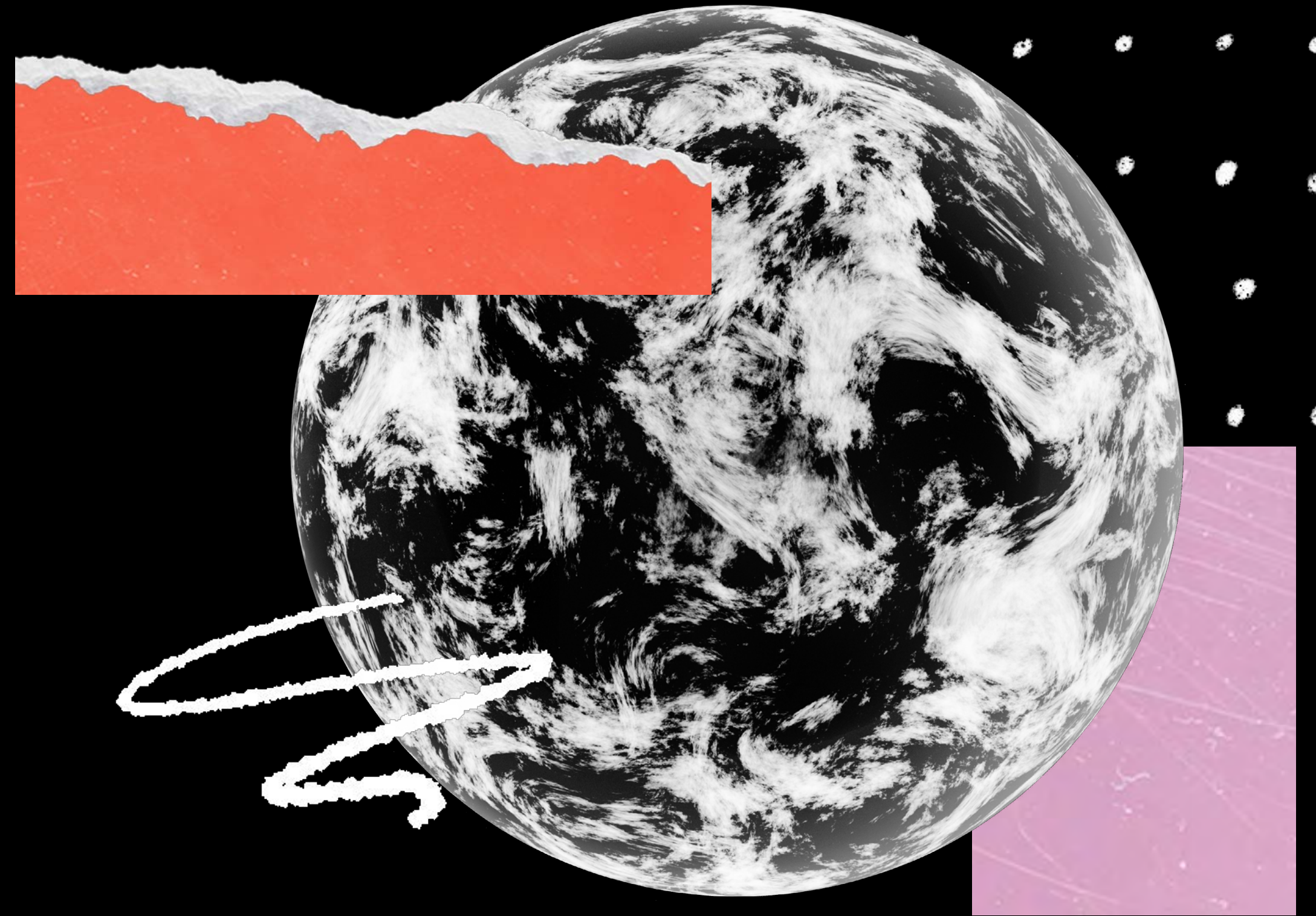


KNOCK

IMPACT REPORT

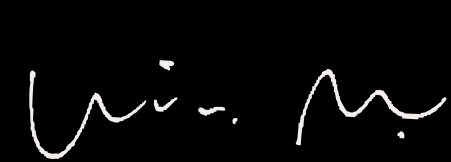


OUR COMMITMENT TO PEOPLE, BUSINESS,
ENVIRONMENT, AND COMMUNITY.

A NOTE FROM LEADERSHIP

SINCE KNOCK'S FOUNDING IN 2001, SUSTAINABILITY HAS BEEN WOVEN INTO OUR WAY OF BEING.

Shaped by four areas of practice — people, business, environment, and community — we demonstrate impact by sharing how we live and work better together. With a commitment to transparency, we invite you into our evolving brand story. Join us on the journey as we continue to create experiences that matter — inspiring greater purpose for good.



Lili Hall, CEO & Founder



Todd Paulson, Partner & CCO



It is important for us to respectfully acknowledge that we live and work on tribal nations' land. Our KNOCK headquarters, located in Minneapolis, Minnesota, is on the traditional lands of people from Dakota, Ojibwe, and other Native Americans' nations. We honor their past, present, and future connection to this territory and their ongoing contributions to the community.

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003. ENVIRONMENT / 15

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001 PEOPLE

PEOPLE POWER

ABOUT US

WE ARE AN INDEPENDENT
CREATIVE AGENCY WITH AN
INNATE DESIRE TO MAKE AN
IMPACT ON OUR WORLD.

Human-centered and future-focused, we believe results and relationships matter: to clients, consumers, community partners, industry colleagues, and internal collaborators. Collectively, it's the hallmark of how we do business.



BELONGING STATEMENT

TO EMBOLDEN OUR WAY OF BEING AND
PROMOTE A SENSE OF BELONGING, KNOCK
WIDENS ITS CIRCLE OF UNDERSTANDING BY:

**FOSTERING AN
INCLUSIVE, EQUITABLE,
EVER-EVOLVING CULTURE**

that champions greater understanding of differences across race, gender, sexual identity, age, ability — and more.

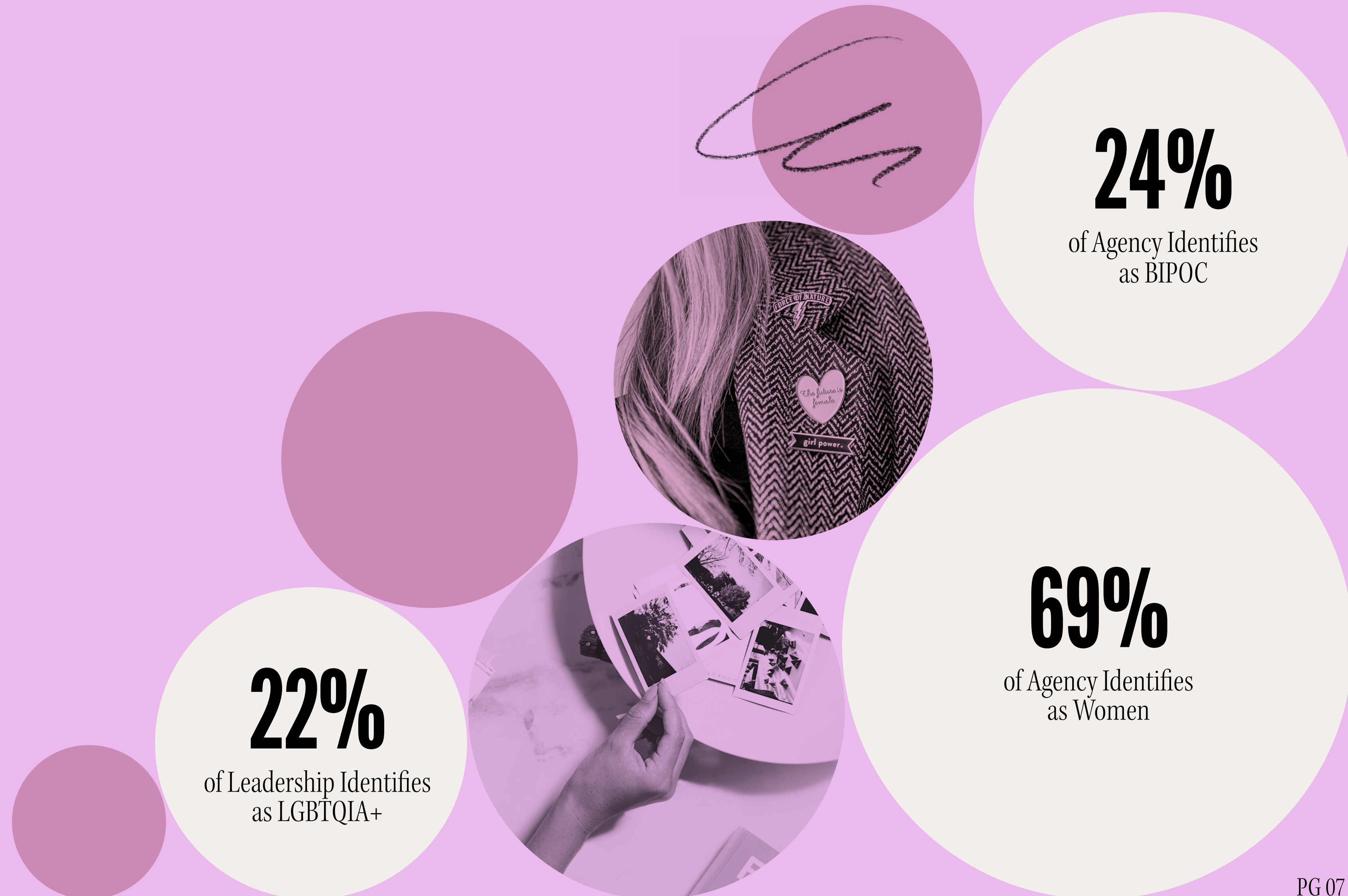
We continue to provide resources that educate and make us accountable. We believe representation and accessibility are paramount to our livelihood.

AGENCY SNAPSHOT

TOGETHER IS BETTER

KNOCK IS ONE OF THE MOST INCLUSIVE AGENCIES BASED IN MINNESOTA.

With 24% of our team identifying as diverse in our flagship office in Minneapolis, Minnesota, we sit 2% above the state average. We believe our different ages, backgrounds, identities, cultures, and perspectives strengthen our collective existence for good. With offices in Minneapolis, New York, Chicago, Miami, and London, we bring unique voices to our work, enriching how we think, live, and work together.



SOLIDARITY

HOW WE CONNECT

CELEBRATING AND DEEPENING UNDERSTANDING: ALL TO SHAPE A BETTER WORLD.

WOKE COACH We partner with Seena Hodges and her company, the Woke Coach, on a series of workshops that bring an anti-racist lens to our work.

JUNETEENTH Our agency is closed on Juneteenth, but ahead of this date, we invited the Director of Design Justice at the University of Minnesota's College of Design, Terresa Moses, to give a keynote centered on how socially conscious design can further Black liberation.

PRIDE MONTH Every year, our DEIB team curates a collection of queer books, music, films, and activities to engage with, celebrating all the positivity the LGBTQIA+ community bring to our lives.

LATINX/HISPANIC HERITAGE MONTH In September, we hosted a Lunch and Learn, featuring the flavors of Mexico from chef Gustavo Romero of Oro by Nixta. Romero shared how his heritage inspires his delicious one-of-a-kind recipes.

AAPI MONTH For seven years, we have partnered with Soo Visual Arts Center, a nonprofit art space that connects our community with underrepresented diverse artists. During the month of April and May, Filipino artist Trina Fernandez exhibited her art at KNOCK. We invited her to speak with us about the process and inspiration behind her work.

550+

Hours Invested in
Cultural Understanding

EMPLOYEE BENEFITS

WORK & LIFE

OUR COLLECTIVE WELL-BEING IS ESSENTIAL TO OUR SUCCESS.

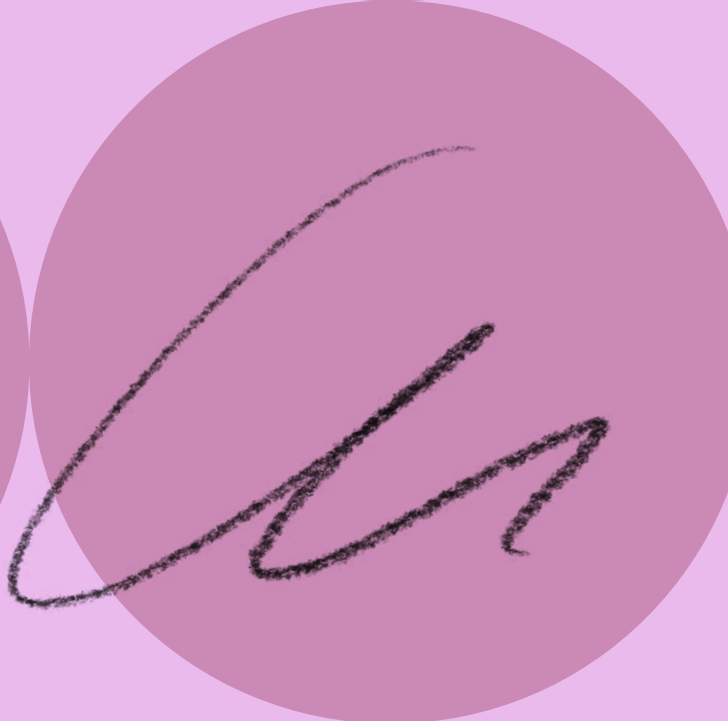
KNOCK fosters a familial working environment by bringing experiences, guidance, and support through a variety of benefits. These include, but are not limited to, estate planning consultation, complimentary sporting, arts, and theatre tickets, weekly chiropractic care, biannual agency off-site connects, and monthly birthday lunches.

SPORTS
Professional Sports Tickets

WELLNESS
Weekly Chiropractic Care

CULTURE & ART
Local Event Tickets

FAMILY
12-Week Parental Leave



FINANCIAL WELLNESS
Estate Planning Consulting

WELLNESS
Sleep Health Seminar

WELLNESS
Comprehensive Medical Benefits

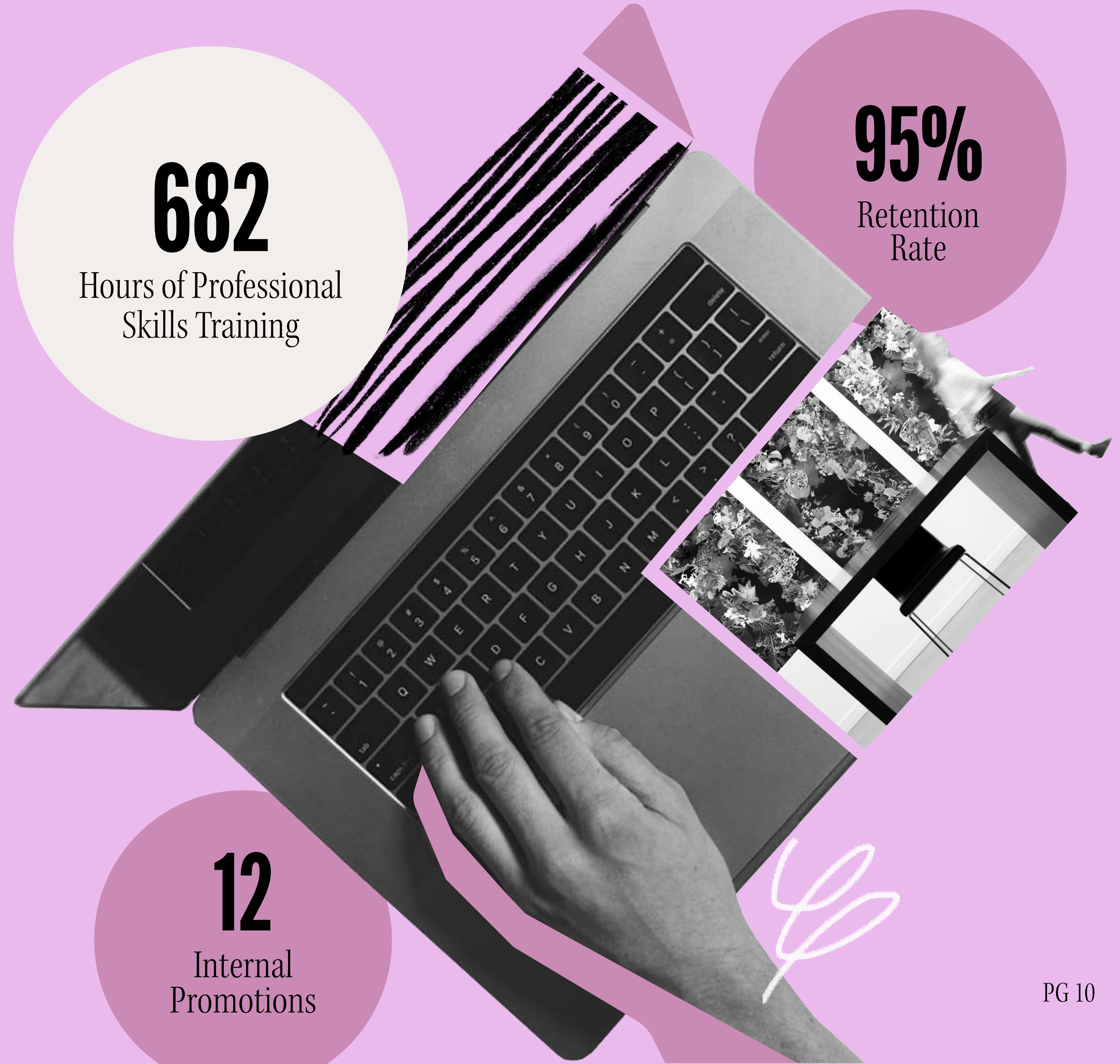
WELLNESS
Employee Assistance Program

CAREER DEVELOPMENT

ENRICHING OUR EXPERTISE

WE PRIORITIZE THE PROFESSIONAL GROWTH AND DEVELOPMENT OF OUR ENTIRE AGENCY.

We offer continuous training opportunities to advance belonging, foster community, and strengthen perspectives within our professional experiences. Additionally, we support professional growth through presentation training, industry conference attendance, creative outings, on-demand Skillshare training, and industry memberships.



682

Hours of Professional Skills Training

95%
Retention Rate

12

Internal Promotions

002 BUSINESS

BUSINESS

GRASSROOTS TO GLOBAL

FROM NONPROFIT AND
ADVOCACY PARTNERS TO
FORTUNE 5 CLIENTS, KNOCK
PROMOTES KINSHIP AND
FEARLESS COLLABORATION.

Our foundational work in retail gives us an exceptional understanding of the human experience and how culture impacts businesses and their consumers. This knowledge has expanded our work into other categories and industries.



CERTIFICATIONS & RECOGNITIONS

A NETWORK OF OPPORTUNITY

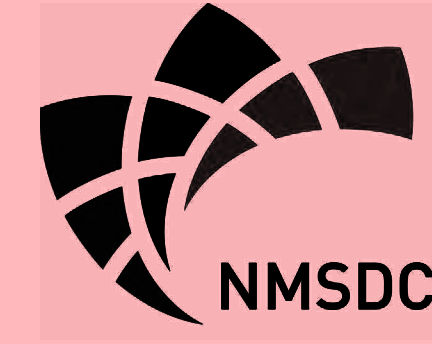
ON THE PULSE OF BEING A BEST-IN-CLASS BUSINESS

Our affiliations and memberships span from local to national to global organizations, leveraging knowledge and continuous learning opportunities. In 2023, we were honored to be recognized as a community leader with one of the “Minnesota Star Tribune’s Top Places to Work” award.



**WBENC
Certified**

Women in Business
Since 2009



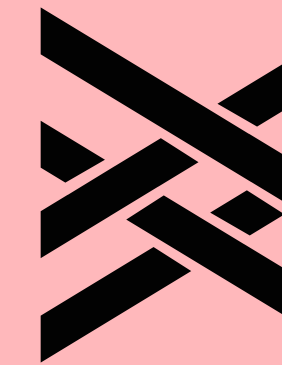
**MBE
Certified**

National Minority Supplier
Development Council
Since 2010



**Top Work
Places 2023**

Minnesota Star Tribune



**Diversity
Alliance for
Science Member**

Since 2020



**AIMM
Member**

Since 2020



**Active
Member**

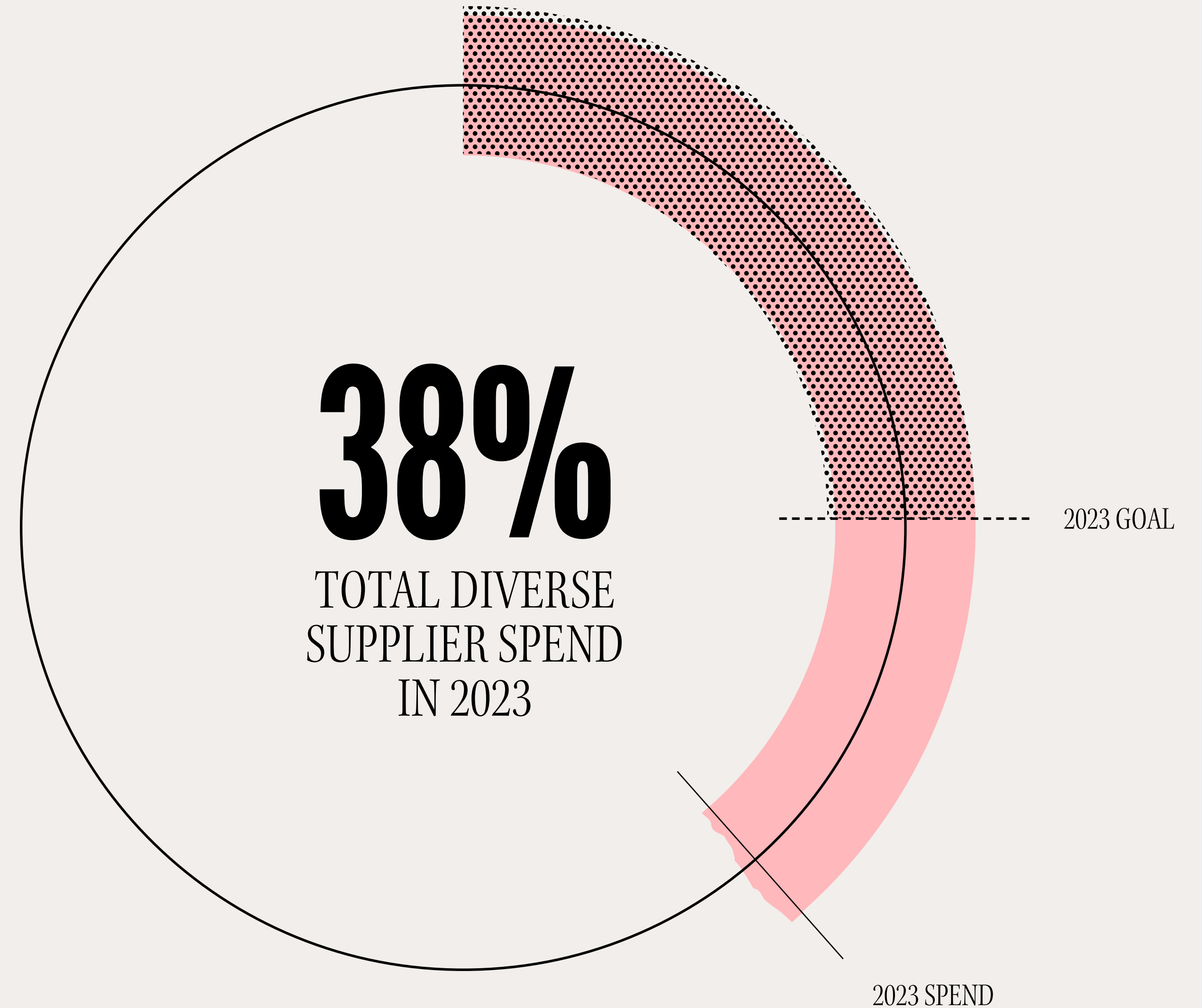
SUPPLIER DIVERSITY

TRACKING OUR SPEND

OUR PATHWAY TO MORE
EQUITABLE BUSINESS
RELATIONSHIPS.

This involves tracking our spend with diverse suppliers, supporting our client partners' Tier II efforts, and continuing to foster existing and new relationships with diverse suppliers.

We value working relationships with diverse industry creatives, both internally and externally. Our creative team actively partners with editors, set designers, photographers, producers, stylists, chefs, and more to enrich our client work and ensure that consumer audiences are best represented.



003

ENVIRONMENT

ENVIRONMENT

DOING MORE WITH LESS

WE ARE CONTINUOUSLY ASSESSING WAYS TO REDUCE OUR FOOTPRINT.

From internal day-to-day operations to our client relationships, we activate resourceful solutions that enrich our work, people, community, and our most esteemed client, Mother Nature.



OFFICE SUSTAINABILITY

THE STORY OF 1307 GLENWOOD AVE.

OUR NORTH MINNEAPOLIS HEADQUARTERS HAS A UNIQUE STORY.

In 2014, KNOCK identified the opportunity to expand our office. However, the land next to our space was a contaminated, vacant gas station. Working with the local government, we were given grants to clean up the land, making it safe and breathing new life into a space that was once lost. We then worked with local architects to create a modern office with floor-to-ceiling windows and light tubes to naturally illuminate our workspace.



OFFICE SUSTAINABILITY

MAKING GREEN OUR ROUTINE

OUR EARTH-FRIENDLY OFFICE
PUTS CITY GUIDELINES INTO
PRACTICE DAILY.

From garbage to recycling and organics, we look to deploy small routines to make a big impact over time. We understand there's always more opportunity to operate efficiently, and our internal teams are constantly reevaluating our practices and purchases to ensure we're generating the least amount of waste.

100% of
IT Equipment
Repurposed,
Sold Back, or
Recycled



6,200
Plastic Bottles Saved
Using Bevi

237 lbs of
Carbon Emissions
Reduced
USING DOCUSIGN

EARTH WEEK

2,023 TREES PLANTED

MOTHER NATURE IS ONE OF
OUR MOST-VALUED CLIENTS.

This year, we celebrated Earth Day and Arbor Day across our social platforms, promoting ways to celebrate, educate, participate, and donate to nature-related initiatives. We also donated 2,023 trees to onetreepanted.org, helping support areas suffering from deforestation and wildfires.



004 COMMUNITY

COMMUNITY

A FORCE FOR GOOD

FROM NATIONS TO NEIGHBORHOODS, WE FOSTER COMMUNITY KINSHIP.

From pro bono client support to volunteering or serving on local boards, our values “Be Wise, Be Kind, and Be Collaborative” are best on display when we put time toward our community.

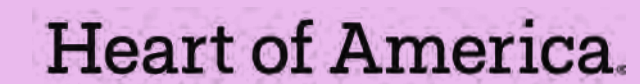


NONPROFIT CONTRIBUTIONS

SERVING THOSE WHO SERVE OTHERS

WE ARE COMMITTED TO INVESTING IN OUR COMMUNITY.

Through pro bono support to local nonprofit and start-up organizations, we find these valued relationships serve as an opportunity for us to invest in and build up our local communities.

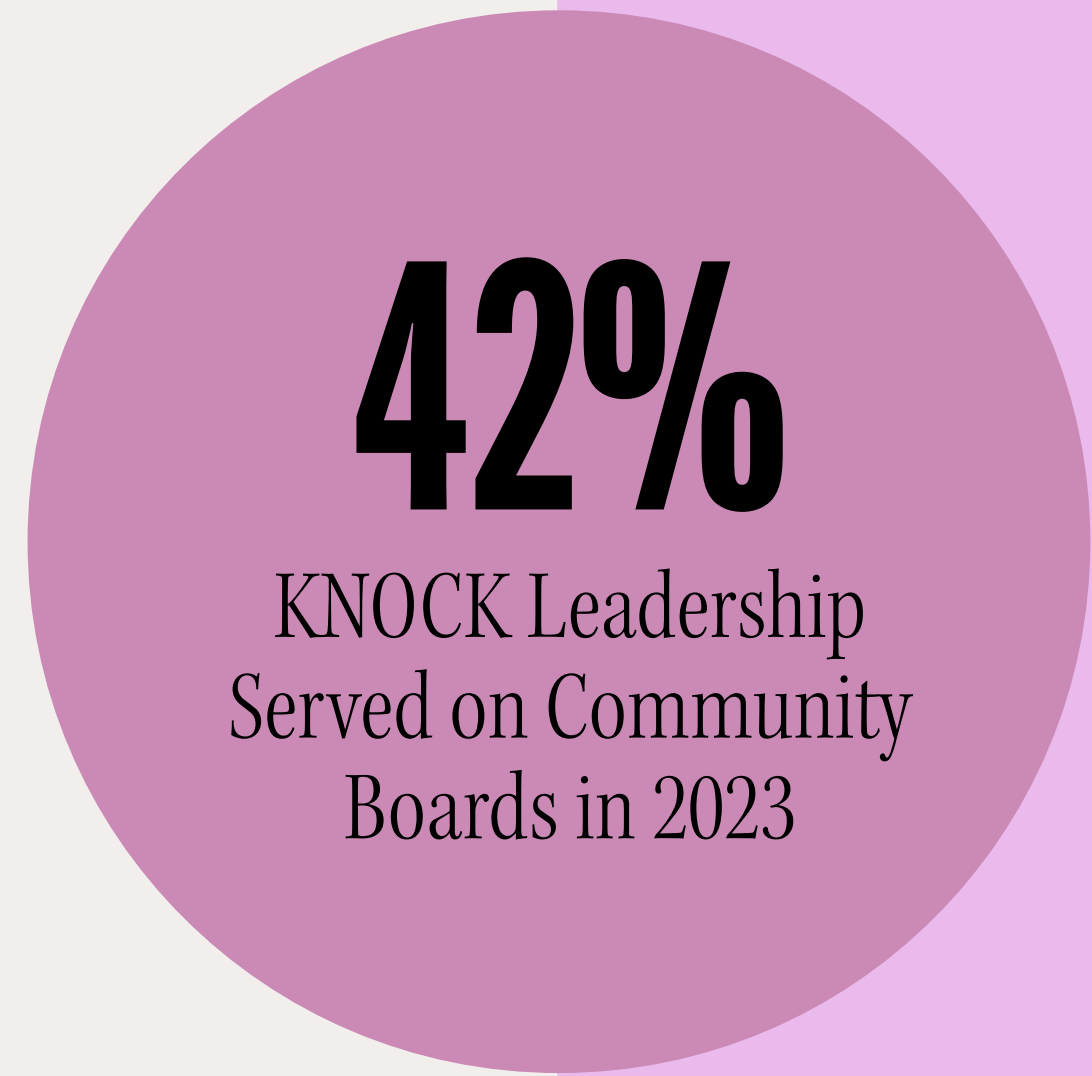


COMMUNITY GIVING

TIME WELL SPENT

AT KNOCK, OUR CREATIVE
EXPRESSIONS ARE NOT LIMITED
TO OUR CLIENT WORK.

We volunteer within the communities we live and work, allowing us to support arts, culture, and people in unique ways that impact us all. We also gift our time and resources to support local fundraising events with sponsorships and attendance at a variety of arts events.



“THE IMPACT NONPROFITS
HAVE IN OUR COMMUNITIES
IS IMPORTANT WORK. IT’S
ABOUT GIVING MY TIME AND
ENERGY TO OUR COMMUNITY.

– TOM NEWTON, KNOCK VP BUSINESS DEVELOPMENT

**THANK
YOU**

QUESTIONS? GET IN TOUCH.
HELLO@KNOCKINC.COM
612 / 333 / 6511