



The Luquire team at Kamp Kindor, an all-agency week-long summer retreat. (Luquire)

Luquire's values-led mindset shapes culture around diverse perspectives—not conformity

Luquire operates with measured purpose, a distinction the Charlotte, North Carolina-based ad agency ties to how people contribute and why they stay. Employee sentiment, cited by Luquire, shows up publicly through LinkedIn posts, with team members describing the agency as “the first place I’ve felt I can be myself” and saying, “I found my people.” That emphasis on authenticity aligns with a 96% retention rate, which the agency attributes to shared values and thoughtful policies.

Luquire is No. 17 in Ad Age Best Places to Work 2026 among companies with up to 150 employees.

“Luquire may be smaller in size, but the agency operates on a bigger scale. Even before joining, I could tell the standard for creativity, collaboration and quality was high. Now that I’m here, Luquire has proven to be an inspiring place to grow and do great work.”

*Matt Chandler,
digital content manager,
tenure: three months*

Some responses have been edited for length and clarity.

What are the core values that shape your company's culture, and how are they integrated into the day-to-day experience of your employees? Can said values be summed up by a song lyric?

We call our core values our shared accountabilities—because living them is everyone's job. They show up in the language we use, the expectations we set and the culture we nurture. They even guide annual reviews, where success is measured not just by what you achieve, but how you do it.

Our shorthand for our north-star ethos is kindor, a trademark blend of kindness and candor. Kindness fuels creativity; candor sharpens it. Together they build trust, spark growth and make honest conversations the norm, not the exception. You'll see it in the way teammates shout each other out in team chats, how leaders model vulnerability, and how feedback—up, down and sideways—is given with care. At Luquire, values are movement. They create momentum, connection and courage to keep pushing forward, together.

Our culture in a song lyric? Cue the Queen and turn it up: "Don't stop me now, I'm havin' such a good time." Because when the culture's right, the work and the people fly.

In what ways do you ensure diverse perspectives actively drive strategy and influence decision-making?

At Luquire, we don't hire for culture fit—we hire for culture add. We want new perspectives, different worldviews and lived experiences that make our work sharper and our culture richer. Every Monday, our full team joins Monday Mojo, where a different teammate leads a short talk on something they love—like composting, romantasy fiction or building emotional intelligence. It's a small act that makes space for big individuality.

Our Employee Resource Groups (ERGs)—spanning DEI, LGBTQ+ and allies, mental health, working parents and young professionals—actively shape benefits, programming and policy. Leadership meets quarterly with ERG reps to turn ideas into impact, from adding pet bereavement leave to expanding mental health coverage. We also bring in guest speakers and diverse thought leaders to keep learning alive.

At Luquire, different voices aren't just listened to, they're heard—and they change what happens next.

How do your company's values extend beyond the workplace (e.g., charitable donations, community partnerships, volunteering)?

We live our values beyond deadlines, clients and campaigns. Every employee gets Volunteer PTO to give time to causes that matter most to them. During all-agency week, we take on team service projects, from food drives to community cleanups. One time, for remote teammates who couldn't join in person, we mailed everyone trash pickup claws so we could host a nationwide cleanup—different zip codes, same purpose.

We also take on pro bono projects for nonprofits our team champions, and we reserve a FUSE internship seat for a Johnson C. Smith University student (a local HBCU) to help diversify the next generation of marketers. For us, giving back is walking the walk.

Beyond financial compensation, how does your company invest in its employees?

We invest in people the same way we invest in ideas—with trust, creativity and intention. Beyond competitive pay, our benefits are built for real life: pet bereavement, volunteer PTO, tenure travel experiences and full coverage for flying in and housing remote teammates twice a year for all-agency week.

We encourage and support board memberships, community involvement and professional development outside the agency, because growth fuels growth. Our Alicorn Awards celebrate innovation, our culture committee builds connection and our leadership shows up with heart. Whether it's our CEO bussing tables after lunch or HR holding a teammate's baby so she can pitch, we show what investment looks like in action.

What snack is always stocked in the break room?

Honest? We love our fruit snacks and fridge cigs (Diet Cokes).

“Our values actually influence our culture and how we shape our workplace. Luquire’s shared accountabilities aren’t static or symbolic—they shift with the needs of our people and the changes in our industry, and that helps keep the environment supportive and forward-looking.”

*Bradley Ward,
design studio director,
tenure: 20 years*