

A blurred photograph of a modern office interior. In the background, two people are seated at a table, working on laptops. In the foreground, a person in a blue and white striped shirt is walking past, creating a sense of motion. The office has large windows and glass partitions.

Helping a leading creative ideas agency mature its impact to meet B Corp certification

Case Study: Rethink

Rethink is one of the world's leading independent creative ideas agencies, known for "work the world talks about." As Rethink grew across Vancouver, Toronto, Montréal, and New York, the company wanted its commitments to be as recognizable as its global

campaigns, and to demonstrate this to clients, talent, and peers.

RETHINK®

Rethink chose B Corp certification as a rigorous, globally-recognized

way to translate its existing values, culture, and way of doing business into verified impact. Junxion was engaged to guide the agency through its first B Corp certification, completing the B Impact Assessment with input across teams, submitting the application, and navigating B Lab's rigorous verification process. Over roughly ten months, the journey delivered certification and a more structured way for Rethink to keep redefining how it grows, governs itself, and uses business as a force for good.

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The Junxion team was a pleasure to work with throughout our B Corp certification journey. They served as both strategic advisors and trusted partners, offering an approachable process and invaluable guidance. By taking the time to truly understand Rethink's operations, they helped us highlight our unique strengths. We appreciated their supportive, professional manner and the detailed project breakdowns that kept our momentum steady. Thank you!

CALEB GOODMAN
GLOBAL COO & PARTNER

The Challenge

The agency had already put in place proactive social policies—setting internal targets for IBPOC representation and female leadership across roles, publishing those metrics annually in its Diversity, Equity, and Inclusion report, and partnering with organizations that support underrepresented groups so that both its work and job postings reach a broader range of talent. It had also embedded practices like a diverse director bid initiative and inclusive casting guidelines, working to shift representation in the advertising sector.

Rethink approached B Corp with clear ambition: to show that an ideas-driven, full-service creative agency can meet high standards of governance, people, community, environmental and client impact.

The challenge was turning these commitments into a coherent, measurable impact story. At the same time, teams were running at full speed delivering campaigns across multiple offices and regions, leaving limited capacity to interpret standards, gather evidence, and coordinate legal and policy changes. Internally, Rethink needed to turn a broad, multi-dimensional set of commitments into a structured process, while staying true to its independent, owner-operated model and continuing to work with the people and brands it believes in.

Rethink was looking for a partner who could bring structure, specialist expertise, and calm project management to a high-stakes certification journey, and help embed impact more deeply into governance and leadership.

How We Helped

Rethink needed a partner who understood both the technical demands of B Corp and the realities of a fast-moving creative agency. Junxion brought deep familiarity with the B Impact Assessment, experience with legal and governance changes required for B Corp, and a track record of making complex certification work feel approachable for busy teams.

Junxion led the certification journey end-to-end, starting with a clear workplan and an orientation session for staff involved in the process. Through a series of focused work sessions with technical leads, Junxion helped complete the B Impact Assessment, establish a robust baseline score, and build a detailed reference sheet capturing responses, rationales, and documentation locations.

Along the way, conversations helped leadership and teams connect their existing EDI commitments to a wider understanding of impact—how Rethink shows up in its community, in the industry, and in its own governance structures. This combination of technical guidance and steady coordination made a complex process feel manageable and predictable for teams to engage with alongside their core work.

Measuring Success

Rethink achieved B Corp certification on schedule, with Junxion's combination of technical expertise, creative problem-solving, and attentive project management frequently cited by the team as instrumental to that outcome. The certification now serves as a credible proof point in client conversations and talent attraction, reinforcing Rethink's position as a creative agency that reimagines what impact can look like in its sector.

The company now has clearer structures for integrating impact into governance and leadership decision-making, along with better visibility of how its choices affect people, communities, and the wider industry. There is greater awareness across teams of the value of impact work and how it connects to Rethink's legacy beyond individual campaigns, to the way it treats its people, communities, and clients.

Interested in B Corp certification? We can help.

Email hello@junxion.com to learn more.