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## **Idea Ranch named among Outside Magazine's 2022 Best Places to Work**

TULSA, OK - November 23, 2022 – Idea Ranch is thrilled to be recognized in Outside Magazine's 'Best Places to Work in 2022' as an honorable mention. Awarded annually, the list is presented in collaboration with the Outdoor Industry Association and recognizes U.S.-based companies that demonstrate commitment to, and excellence in, employee engagement and wellness.

Among those in the running for recognition, many offer remote flexibility, more time off, and generous health benefits. As stated by Outside in this year's reveal, "These are the companies meeting that bar and more, while encouraging their employees to live an active lifestyle and allowing them to achieve a healthy work-life balance."

Companies featured on the list were judged based on an in-depth exploration of benefits, policies, and a survey of its employees. In addition to paid maternity and paternity leave, Idea Ranch invests in its team through benefits such as Summer Fridays, where employees enjoy every other Friday off June through August; Adventure Birthdays, which is an additional vacation day; and a dog-friendly environment, where pups are welcome to wander any of the three Idea Ranch offices in Tulsa, Durango and Wichita.

Beyond these benefits, Idea Ranch takes immense pride in its culture, defined as a combination of what you create, and what you allow. The magic they've cultivated is sustained by their seven core values, which are featured on their [website](#), posted on office walls and referred to often.

"This honor is an outward confirmation of what we've prioritized and nurtured internally the past few years," said Chief Executive Officer, Paul Brothers. "We're getting it right. Our values, purpose, strengths, and most of all – our honesty when we fall short. It's astonishing what that does for your spirit, your confidence, and your dreams. They get bigger."

Outside's 2022 Best Places to Work list can be seen [here](#).

To learn more about career opportunities at Idea Ranch, visit <https://idearanch.com/join-us/full-time/>.

### **About Idea Ranch**

Idea Ranch is a full-service advertising, public relations, and consumer insights firm headquartered in Tulsa, Oklahoma, with offices in Wichita, Kansas, and Durango, Colorado. The firm has a diversified list of clients across the country and is an industry-leading marketing-communications

company building brands in the outdoor recreation and passion sports sectors. For more information, please visit [www.idearanch.com](http://www.idearanch.com).