

HARVARD'S
CLIENT-AGENCY
COMMITMENTS

2021

INTRODUCTION

Now, more than ever, successful client-agency relationships must be built on a shared sense of purpose with foundations of honesty, transparency and two-way communication.

Born from a desire to clearly define a set of shared priorities so we can do the best work possible for our clients and for everyone to enjoy the Harvard experience,

these eight commitments are here to help make us more effective by creating and strengthening a true partnership.

1. EXTENSION OF YOUR TEAM

By operating as true partners we can embrace new opportunities and overcome challenges collectively, ensuring we're always delivering the best quality of work.



HARVARD COMMITMENT

We promise to build the best suited team for your business; one capable of evolving with your specific needs and committed to becoming experts of all things you. Continually investing time in getting to know everything we can about your business – from your products to your tone of voice – we'll make sure we answer your questions honestly to deliver the best work, come rain or shine.

CLIENT COMMITMENT

We see you as a partner, rather than just a service provider. We recognise the rapid nature of our industry and will strive to always keep you informed as to how you can help us. We'll be consistent, constructive, and honest in our feedback whilst investing time getting to know your team, so we're doing everything in our power to make sure you have the right tools and assistance to succeed.

2. AGREEING ON WHAT GOOD LOOKS LIKE

Be it an annual planning retainer or a one-off campaign or project, it's essential we speak the same language, not only when it comes to what success looks like, but the right path to get there.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We'll always remain focused on your overarching objectives, and we'll push to break new ground and innovate our processes to achieve those goals. We'll make sure our measurements are fit for purpose and show a clear line to your objectives, so value is transparent and can always be communicated back to the business.</p>	<p>We'll share clear briefs of what success looks like, both internally and for varying stakeholders. We understand that there will always be new and more effective ways to achieve our objectives, so we'll strive to always be open to change. And If priorities within our business are ever to change, we'll work with you to evolve your measurement framework.</p>

3. TIME MANAGEMENT

Our industry can work at breakneck speed and there'll always be circumstances that require quick turnarounds – so in partnership we'll ensure that we achieve priorities successfully, without ever sacrificing on quality or staff wellbeing.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We'll always be explicit about when work will be delivered, and if for any reason a deadline is not going to be met, we'll flag it in good time. And while we appreciate that out-of-hours work is occasionally necessary, we want to nurture a diverse and inclusive team with a hybrid working culture that prioritises wellbeing. As such, our team will be available at differing times of day, and we'll always aim to be respectful of that.</p>	<p>We'll work with you to set realistic deadlines, and be flexible should circumstances change. Meaning that you're always best positioned to maintain a high quality of work. If urgent issues appear unexpectedly, we'll work with you to figure out what the priorities and potential knock-on effect on other deliverables will be. We'll be transparent in our internal reviews and share useful information with you.</p>

4. BUDGET & RESOURCING

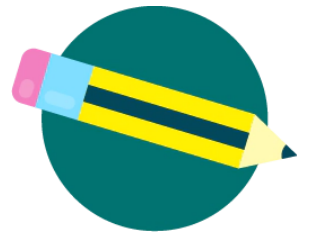
With an honest, responsible and transparent approach to pricing and resourcing, we can ensure our partnership is built around value and efficiency.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We treat client budgets with the same care and precision we do our own – closely adhering to agreed scopes of work, while also showing flexibility to accommodate shifting needs. We promise to always be transparent in how budget is being spent and to flag any over or underspend at the earliest opportunity.</p>	<p>We appreciate that your time is a finite, measurable resource, and as such, know that ongoing increases in demands that go beyond original briefs will need to be discussed first to ensure resourcing is appropriate. And we'll communicate with you if ever we feel there are resourcing challenges that need addressing.</p>

5. HONEST COMMUNICATION

With a commitment to always being honest with each other, we can ensure issues are addressed quickly, praise is happily given and warmly received, and the highest quality of work is maintained.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We'll be prepared to challenge briefs, plans and ideas with experience-backed opinions, strategic thinking, and professional honesty. And we'll share these insights and findings with clarity and at the earliest possible opportunity.</p>	<p>We'll work with you to ensure that we provide honest and clear feedback that is well understood. And we will strive to raise concerns at the earliest opportunity to prevent them from growing into issues.</p>

6. INCLUSIVE WORK

Together, we'll make sure that diversity and inclusion considerations are at the forefront of our work, not an after-thought.



HARVARD COMMITMENT

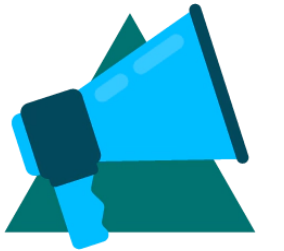
We'll strive to produce inclusive work that is unbiased and unprejudiced by ethnicity, background or channel type – representing the full spectrum of society and helping bring people together.

CLIENT COMMITMENT

We're prepared to challenge our own biases and those within our organisation, to be open-minded to your suggestions and recommendations, whether that's use of language, design or choice of imagery or footage.

7. PROVIDING THE RIGHT ANSWER

We'll work together to create well-rounded solutions to briefs and business challenges.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We'll always strive to give you the 'right answer' to your brief, and are prepared to tap the entirety of the agency's thinking to make sure we've considered it from a range of different perspectives, teams and channels.</p>	<p>We understand that building the right and rounded answer can take time. And when it comes to multi-agency projects, we'll endeavour to maintain consistent communication across all relevant parties.</p>

8. CONTINUOUS IMPROVEMENT

Ultimately, we recognise that all agency-client relationships must evolve over time and these changes should be reflected in the quality of work we set out to achieve. We must always look to improve on what we have – never simply repeat.



HARVARD COMMITMENT	CLIENT COMMITMENT
<p>We'll initiate an ongoing review cycle to ensure our activity is aligned to your shifting business needs and wider industry trends. We'll always share our agency's best practices and hold a mirror to ourselves to uncover our weaknesses and drive a culture of continuous improvement.</p>	<p>We'll actively participate in review cycles to ensure your continued alignment with our shifting business needs and industry trends. We'll always look to inform you of any business changes that may potentially impact work and engage with you in open and honest dialogue about how we can collectively improve.</p>

SHARED COMMITMENT: ACTING AS RESPECTFUL PARTNERS

We value the importance of partnership, so we'll always treat you with respect, honesty and professionalism whilst taking a zero-tolerance approach to discriminatory or inappropriate behaviour from any of our team.

Working together, we'll collaborate to effectively and efficiently support each other to deliver great work.

THANKS!