

WINTER / SPRING 21/22



WELCOME

When we launched our last HQ we were six months into lockdown, coming together to face a world that was uncertain and scary, while getting used to a totally new way of working and living.

Now, in October 2021, society is gradually opening up and we're collectively reframing and re-establishing what normal is. In so many ways it feels like everything and nothing has changed. In a year when we were locked down for large swathes of time, so much progressed. This is something that is certainly true at Harvard.

We ended 2020 achieving our tenth year of growth as an agency, and corresponding as it did with a year that changed the world forever, we changed with it. We evolved and innovated while staying laser focused on our people, our clients, and our work – much of which we have brought to life for you in this issue.

In March, we unveiled a new leadership structure. I stepped into the CEO role, working alongside Louie St Claire as Chairman, while George Greenspan and Lorna Hughes joined Andrew Last as MDs in the business.

We were awarded the Blueprint Ally Status in February - a key milestone in our continued DE&I journey. And we re-engineered key processes and pillars that underpin our culture, from recruitment to learning & development – ensuring we deliver on our promise to create an environment where anyone from any background can thrive in a hybrid world.

And in amongst all of this, we continued to work in partnership with some of the best and most exciting tech brands around. We delivered impactful integrated work to help them make their move – achieving a client NPS of 8.8/10, welcoming brands like Anaplan, HubSpot and NetApp, and launching a new set of client commitments.

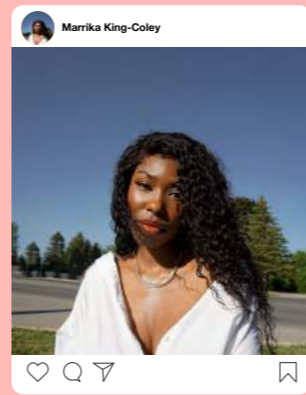
In short, the last few months have been transformational – and we're not done yet!



ELLIE THOMPSON
CEO

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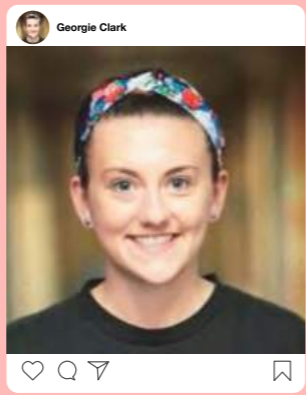
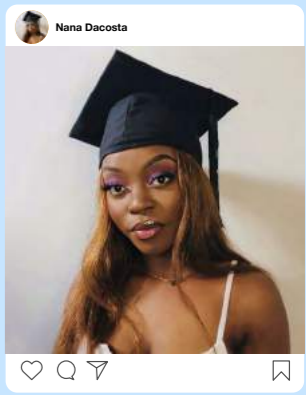
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WELCOME TO THE TEAM

Over the course of a crazy 18 months for the world, we've welcomed a bunch of brilliant new starters to both Harvard and Eat the Fox.

We are very happy to introduce you to some of them...



In March 2020, like every agency, we went from being virtually entirely office based to entirely virtual...overnight! We had contingency plans in place by the time it happened of course, but nothing could have prepared us for the reality. For some businesses perhaps the shift wasn't as stark, but here at Harvard, our culture was rooted in face-to-face contact – being in the same space to collaborate, create and communicate.

Now, 18 months on, I'm keen not to spend too much time looking back. I would rather focus on how we are approaching this new hybrid era, but it would be remis not to call out the collective effort and energy that went into successfully pivoting into a virtual agency. Every single member of our 85-person team played their part in making it an overnight success. It wasn't always easy but what the whole team achieved during this period was nothing short of phenomenal.

Looking ahead, the question becomes what do we keep from the last 18 months, and what do we want to bring back from way it was 'before'? We're focusing on reengineering our culture and the way we work for a hybrid world, and here's how:

1. FLEXIBILITY AS STANDARD

Even those of us who really did not like to work from home pre-pandemic (myself included!) have had our eyes opened to a more flexible way of working, and want to keep hold of it. In line with this, we've changed our contracts to reflect the requirement of being in the office 40% of the time. This will enable everyone to take greater control of their time – coming into the office to collaborate and create with their teams but using time at home for more 'head down' work. Essentially everyone is able to work the way they want to in order to thrive.

2. THINKING HYBRID, ALWAYS

We know it's vitally important that no one feels excluded if they're not in the office as we return. For this reason, clear rules of engagement in teams and across the agency are vital. For example, we'll be keeping the

daily virtual team meetings that every team in the agency kicked off at the start of the pandemic and we've launched hybrid meeting guides.

3. INCLUSIVE DEVELOPMENT

One of the biggest concerns for me in moving into this hybrid era was the possible impact on people's learning and development. The shift from a face-to-face culture to a hybrid culture requires absolutely clarity across our talent management approach and equal access to tools and opportunities, regardless of how you as an individual shape your working month. We have completely evolved L&D at Harvard over the last six months, empowering everyone to take control of their own career paths (Driven by You); with best practice guidance from a line manager and support from the various tools and experience available across the wider agency. One such tool will be a new online learning platform that we're launching in Q4.

4. MAKING CONNECTIONS

Key to success in the last 18 months has been adapting how we socialise and have fun as an agency, getting to know and spending time with people outside of our core teams. We hosted 15+ virtual events; took part in 40+ Zoom 'nights out'; delivered over 600 breakfasts with the help of Deliveroo and brought in virtual 'kitchen chats' to replicate the office chit-chat we all missed so much. We're all so excited to be getting back to face-to-face socialising but there's a lot we learned and loved about virtual bonding that we'll be keeping too

5. TEST AND LEARN

Like every business, we're very much at the start of our hybrid journey. This is not an environment or a way of working any of us have encountered before and we won't always get it right. So as with all things at Harvard, we're leaning into it as a collective; seeking regular feedback and input across several forums, learning and adapting as we go.

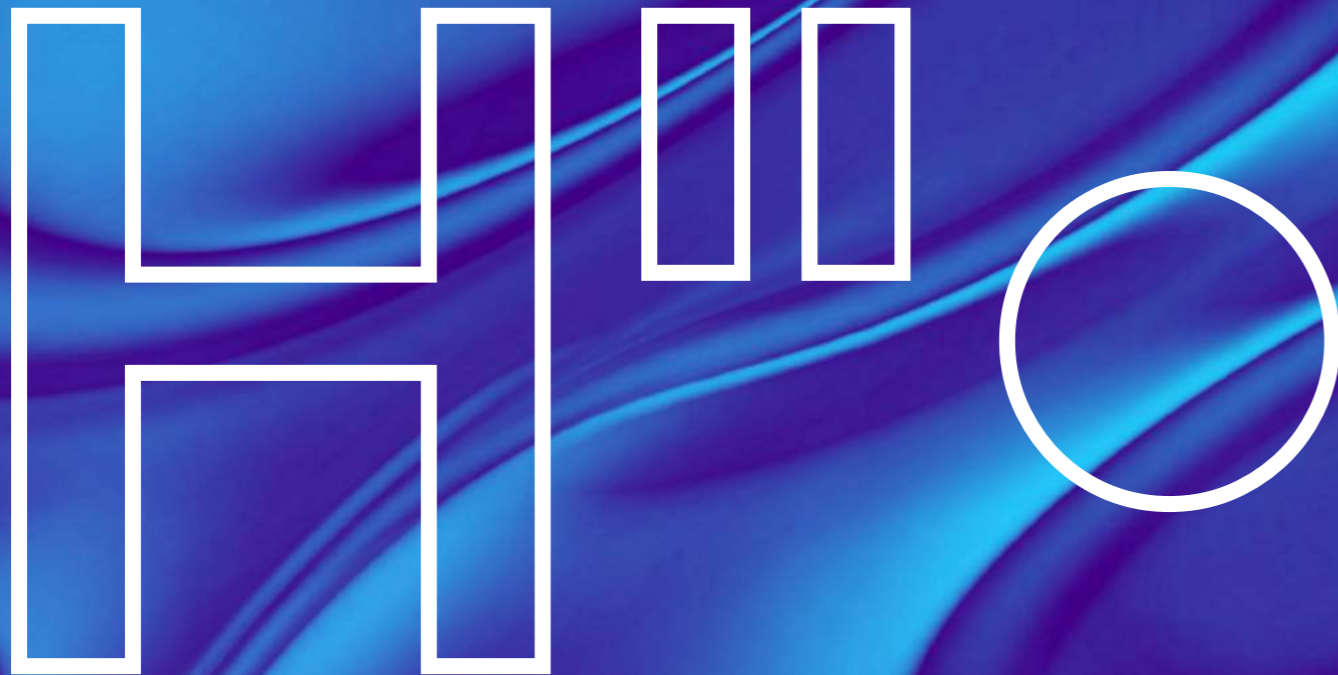


ELLIE THOMPSON
CEO

HYBRID
HARVARD



INTRODUCING OUR CREATIVE CODE:



OUR 3-STEP PROCESS TO IDEA ALCHEMY

Creativity is a wonderful thing. It allows us to change the way we view the world – and to think that little bit differently – so we can broaden our horizons, enrich our lives and solve problems great and small.

At Harvard, we're determined to put creativity at the core of everything we do, and technology is the most progressive and exciting sector out there; be it from a B2B or B2C perspective – they both drive incredible change. Tech revolutionises everything we do. From buying a coffee to real-time AI networks and autonomous cars, the industry we play in is forever evolving and changing the way we behave and do things. Ultimately, tech has no 'glass ceiling', so why should we?

Channelling this notion, we've created our own code. A creative code which gives everyone in the agency the space to think freely without limitations, to empower us all to think differently. Like water, our creative code is a fluid cycle that gives us the power to come together as an agency, liberate our thinking and transform a raw insight into something truly incredible. Simply put, our code blends data and insights to produce wow moments for our clients.

Not only has the code created a new culture within the agency; one which is energised, creative and empowering, for our clients, it's enabled us to produce more effective, insight-driven work. Everything we create is robust and grounded in data, to provide more credibility and make it easier for marketing and comms to gain buy-in from the business. We don't just create for creativity's sake. Finally, for our creative studio, it's helped to enhance our design, digital and tech credentials – all of which moves the Harvard proposition forward and underpins our vision of becoming the defining global tech agency of the 21st century.

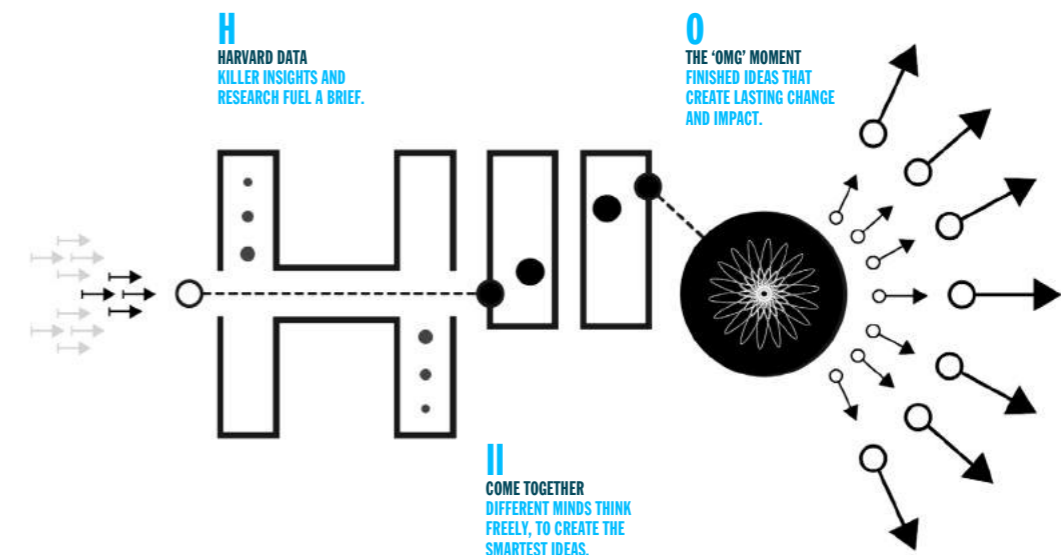
This is the code by which we challenge the impossible, reimagine the possible and help tech brands make their move.

Welcome to **H"•**.



MARC ALLENBY
EXECUTIVE CREATIVE DIRECTOR

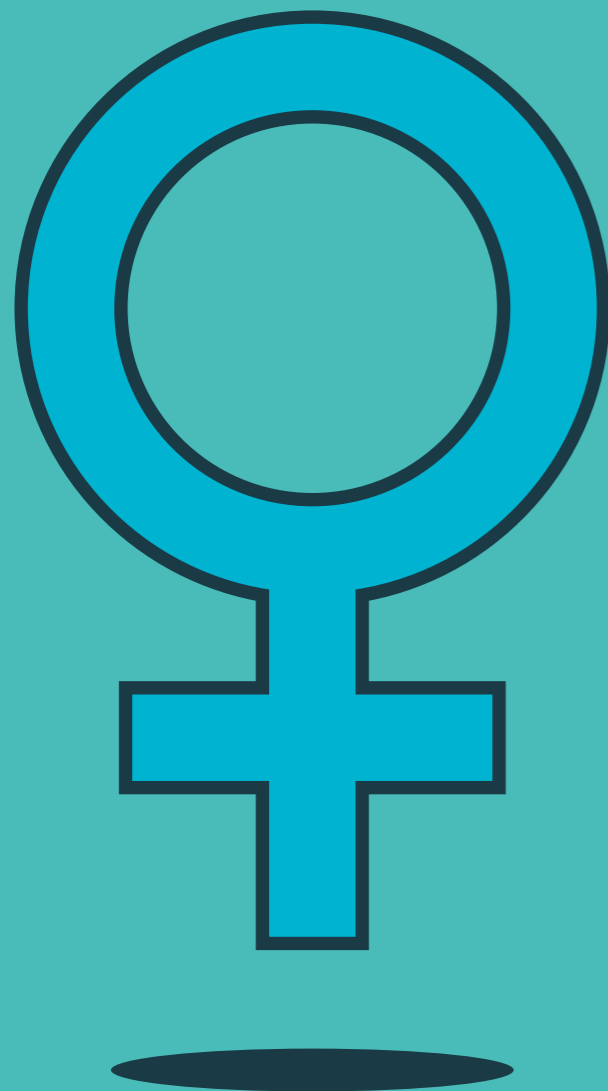
H"• IS A THREE STEP PROCESS:



CULTURE CALENDAR

Celebrating the moments that mean something to each of us together – whether it’s the World Cup (who didn’t think it was coming home?) or Independence Day – they all helped us learn more about one another. Throughout the

pandemic and beyond, we’ve celebrated these moments together, driving an inclusive culture based on empathy and shared learning. Here are four moments that stood out to our team in the last few months...



INTERNATIONAL WOMEN’S DAY

International Women’s Day fell in the middle of lockdown this year but that didn’t stop us. To mark the event, we put on a panel discussion hosted by our very own Ellie Thompson and guests included Jessie Bland, Hannah Abban, Claire Ferguson and Hannah Maule-Ffinch.

We discussed the impact the pandemic has had on women and the ways we’ve adapted to the changes in our daily lives. It was a really interesting discussion and a lovely way to get everyone together.



WIMBLEDON

As much as we would have all loved to be on the front row of centre court we just couldn’t! So, we brought centre court to Harvard HQ and hosted our very own championship (of the table tennis variety!). Hotly contested and hugely competitive we crowned our winner and celebrated over a nice cold glass of Pimms!

NATIONAL VIDEO GAMES DAY

And for Harvard’s Instagram, sharing an insight into people’s love of gaming on National Video Game Day was a no brainer. From Super Mario Bros to Star Wars, it was a snapshot into the vast world of video gaming. It was also an occasion for Nick, Lorna and Ben R to take a trip down memory lane.

And we’re not stopping there – October through to December is going to be filled with Diwali celebrations (yes, we’ll be bringing food!), a potential return of the Harvard hotseat for Henri and Andrew to chat about Hanukkah and, of course, Christmas Jumper Day!



PRIDE

Pride Month is a celebration we take part in every year and is led by our LGBTQ+ employees. Making use of all our channels, our content this year consisted of an educational Twitter Takeover, a special Pride Podcast episode featuring Nicky Hoyland, CEO at MCG and Huler and a blog from Laura Salvada-Boussi on ‘Why Coming Out Should Be a Thing of the Past’.

We also took the time to educate ourselves on LGBTQ+ terminology through weekly updates in our internal newsletter, with the aim of creating a more inclusive workplace. This was accompanied by a Spotify playlist jam packed with LGBTQ+ anthems to get everyone in the spirit of Pride.



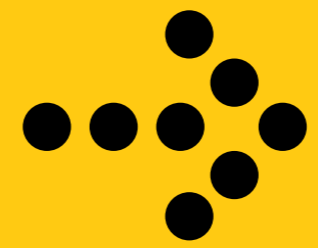
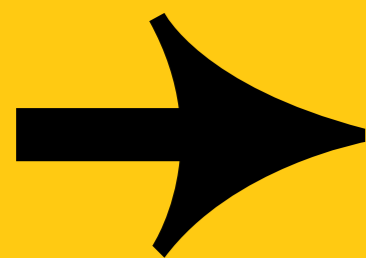
HAYLEY BUSBY
MARKETING EXEC



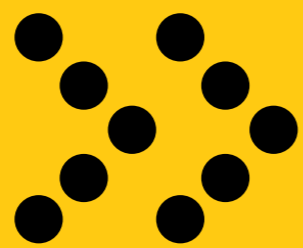
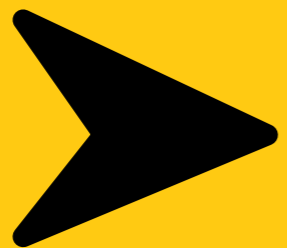
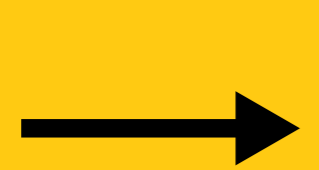
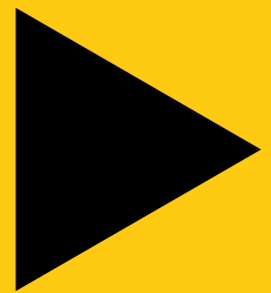
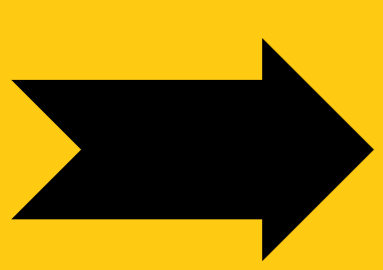
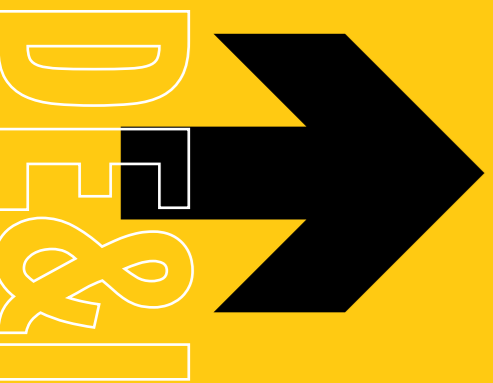
AMY BATESON
EA



SHANIL HAYEE
SENIOR ACCOUNT MANAGER



DE&I THE JOURNEY CONTINUES



THE JOURNEY CONTINUES

This quarter we talked to Ben Roberts, director and DE&I leader to discuss our DE&I efforts; achieving the Blueprint status and: The XEC, a scheme to create the next generation of Black, Asian, mixed race and ethnic minority PR leaders.

TELL US A LITTLE ABOUT DE&I AT HARVARD OVER THE LAST 18 MONTHS?

I get asked that question in some form all the time now, but I'm not complaining! It's lovely to be asked and it's a testament to how far we've come. Back to Harvard, our approach to DE&I has come from the very top. We've tried hard to understand both the internal and external dynamics at play, and in the wake of George Floyd's murder, we really stood up – speaking to colleagues, clients, the industry and ex-employees. We did this with a level of openness that set the tone and made having difficult conversations possible.

While it would have been easy to focus elsewhere during a pandemic, we really prioritised DE&I. Then the Blueprint came at a good time for us, giving us a structure when we were trying to get a grip on urgent requirements. It has enabled us to have a centrepiece for the programme and really embed everything into the foundations of the business.

AND HOW THE PROGRAMME HAS EVOLVED?

I think that we've done a good job of getting people to trust that we're trying to do the right thing, and it has meant everyone is up for learning together, which has put us ahead of most companies.

DE&I now permeates everything we do, best described through our five pillars: recruitment and onboarding, learning and development, innovation, the Harvard voice and of course our policies. Ultimately, people are very committed to it.

CONGRATULATION ON GETTING ON TO THE XEC. WHAT'S THAT ALL ABOUT?

The XEC has been set up by BME PR PROS, it's designed as a scheme to directly solve the issue of adding senior Black, Asian and minority ethnic leaders to the upper echelons of the comms industry. This is fundamental to addressing the ethnic pay gap. Everyone on the course has the opportunity to learn from people like them across various leadership functions, DE&I and communications – it's incredibly exciting to be a part of.

WHAT'S NEXT FOR HARVARD ON ITS JOURNEY?

Ethnicity, LGBTQ+ and gender are a huge focus, not just in our business, but the wider world and we'll continue holding our focus there. There's also an appetite for progress in other areas such as disability, age and neurodiversity and I think that we have the foundations now to maintain momentum and keep learning. We just want to excel and be a great business for DE&I.



BEN ROBERTS
DIRECTOR

ACTIONS LEADERSHIP

The green industrial revolution, ESG, sustainability, COP26... whichever way you look at it, responsible business is finally moving into the mainstream – and not before time.

Over the last few months, we've been looking at why and most importantly what it means for comms.

Firstly, by any measure the world is getting hotter and capital markets are finally waking up to this fact. The World Economic Forum estimates that US\$44 trillion of economic value generation – more than half of the world's total GDP – is at least moderately or highly dependent on ecosystem services. Basically, no planet, no business!

As a result, we've seen huge shift in investment capital and in the UK, the government green industrial revolution 10-point plan and COP26 in Scotland has provided huge focus. Combine this with the fact that there are now significant financial benefits for quoted companies in getting their ESG approach right, and you can see why 'responsible business' is no longer derailed in the boardroom. It's all about what to do, rather than why.

Consequently, we think there are a few trends to look out for in comms over the next 12 months:

- Actions leadership is going to be key, more than ever this is about what companies do, rather than what they say. Comms can only take this so far.
- Increasingly, corporate comms needs to be even more strategically-linked to all other comms disciplines.
- There's already a huge talent shortage in the space, time to level-up on knowledge!
- We'll also see the professionalisation of the function within businesses like HR in the 1970s or marketing in the 1980s.



LOUIE ST CLAIRE
CHAIRMAN



REFLECTIONS

REFLECTIONS THREE HIGHLIGHTS

THE FUTURE OF PR - CREATIVITY, HONESTY AND RENEWED FOCUS ON MEDIA RELATIONS

Over the last few months, a big highlight for me has been meeting people – namely members of the team at Harvard who I hadn't had a chance to work with before, as well as clients from across the business.

It struck me as I spoke to people and common themes cropped up that, as our industry and society itself begins to take on its new post-pandemic shape, we may feel more isolated from each other.

But we're very much united in the challenges - and opportunities - that lie ahead of us:

1 Creativity, everyday – something I've heard a lot recently is the importance of everyday flair. Creativity is not something to be wheeled out in campaigns and doesn't always need to be activated with awesome videos or stunts. How PR approaches everyday work needs to have creativity at its heart – from inventive pitch angles to how we blend earned and owned activity. Clients are asking for that extra thinking and energy – it needs to be part of every role at every level.

2 Now is not the time for over-polite bulls**t – consultancy is a brave thing to give. Clients – existing and prospective – ask for it, but there are times when they won't like what they hear. Previously, the industry teetered between wanting to give good advice, but sometimes caving in under pressure to make life easy. But after the year clients have had, the time for polite deference is gone. Every client I've spoken to has talked about the huge pressure each project is under to show results. We owe it to them to give honest, open, and sometimes ballsy advice. Those I've spoken to are hungry for that.

3 Media relations still drives us – looking back over the last year, the one thing almost every client has been most delighted about is media coverage. Sure, our industry has changed and we're closer to marketing and advertising than ever before. But this is a huge positive because a connected comms universe is infinitely more powerful than a segmented one. However, it's vital PR remembers what we're still largely judged on: the ability to deliver quality earned coverage that reaches the right people. This takes knowledge and skill. As an agency, our aim is to be the best in class for media relations. Because ultimately, that's what sits at the heart of PR and it always will.



LORNA HUGHES
MD PR & AR

2021: NEW YEAR, NEW ROLE... AND LOTS OF NEW CHALLENGES!

This time last year, if you were to tell me I was going to switch roles and take on my third career at Harvard as the MD for Eat the Fox, I wouldn't have believed you.

And yet, here we are. And what a brilliant decision it was. So, what better way to share my thoughts than with my three highlights so far.

1 The team. An obvious choice, right? But it is honestly my top highlight. In a few short months, I've seen first-hand the incredible talent we have in the team - from influencer relations to the ability to develop and deliver 'wow' work for clients, all while managing a few small campaigns. All with a smile on their faces and a spring in their steps. They're a brilliant, brilliant bunch and I feel lucky to get to work with them daily.

2 OPPO-ledon. There's nothing like taking on a new role, and realising there are not one, but two event activations happening almost straight away. And one of those is onsite at a post-pandemic Wimbledon. Eep! For OPPO's third year of sponsoring Wimbledon, we wanted to make a bigger splash than ever. And boy, did the team deliver. From a slow-mo studio to champagne picnics by the Thames, watching those activations come to life was an absolute blast. You can read more on the work we've done for OPPO on page 22.

3 Future growth. Most excitingly is that the best is yet to come. We've got BIG plans to shake up the way consumer tech brands communicate, helping them to understand their superpower, and how they can win. After all, sometimes to beat the fox, you've got to Eat the Fox...



GEORGINA GREENSPAN
MD EAT THE FOX

NOW'S THE TIME FOR MARKETING TO B2B BRAVE

I'm now into my second year here at Harvard leading our marketing services offering, so no longer the new kid on the block. Yet thanks to the opportunities created by the constantly evolving tech marketing world I'm part of, like George and Lorna, I feel like I'm just getting started!

We're fortunate to have clients who see us as trusted advisors. An agency they can open-up to about their goals and challenges, rather than providing prescriptive instructions. In response, I'm wowed every day by the energy, passion, ingenuity, and creativity that comes out of all our marketing services teams.

Whether it's a new measurement framework or data-driven insights from Planning, our Production team experimenting with the latest podcasting and virtual event tech, Client Services embracing chat bots to manage social media interactions, the Creative studio bringing in a new methodology to breathe life into the briefing process, or our Editorial team recommending the latest digital content formats.

They're helping our clients - whether anchored in marketing or PR activity - make their move in different and more innovative ways.

And as we start to enter this brave new post-pandemic world. A world where...

... B2B technology is relied on more than ever

... home and work are rapidly becoming fused together

... corporate jargon just won't hack it anymore

... employee experience is valued as much as customers and prospects

... purpose must be lived and breathed, rather than just talked about

I'm expecting to see B2B brands push things even further: shaking off those shackles, believing in creativity and taking a more human approach to marketing.



ANDREW LAST
MD MARKETING



HARVARD: OPENING UP ABOUT MENTAL HEALTH

There is no shying away from the fact that employee wellbeing has endured one of its hardest tests over the pandemic. The isolation, distance from family & friends, changes in restrictions, adapting to hybrid working, and so much more, has placed a serious strain on everyone's mental health.

And I want to start by saying that's okay. I've said it before and will say it again: we all have mental health. We have good days and bad days. And we must not only find ways to support one another, but most importantly ensure everyone feels able to support their own mental health.

We knew that revamping wellbeing had to be a necessity during the pandemic: continued access to the Calm app, Monday yoga, private healthcare and our dedicated group of mental health first-aiders was the least we could do. We're now determined to make sure that the changes we've already made can be a catalyst for so much more.

YOU CAN'T GIVE WITH ONE HAND AND TAKE AWAY WITH THE OTHER

I'd be the first to admit that our approach towards supporting employee mental health once again needed to be overhauled this year. Addressing the impact of the last 18 months – the pace of work, the ongoing concerns around the pandemic and the anxiety it has caused – rose to the forefront of our responsibility. So we made changes. We introduced a 3pm finish every Friday (which is staying for good), no meetings Thursday, and we're training even more mental health first aiders across the business. Our existing MHFAs also recently joined a refresh session to sharpen their wellbeing skills.

What's more, we are actively having conversations with clients to help them understand the impact work has on employee mental health. Our focus to make sure everyone can take advantage of everything on offer including the launch of a set of client commitments where we'll invite clients to partner with us and ensure our teams are happy and healthy.

BETTER TOGETHER

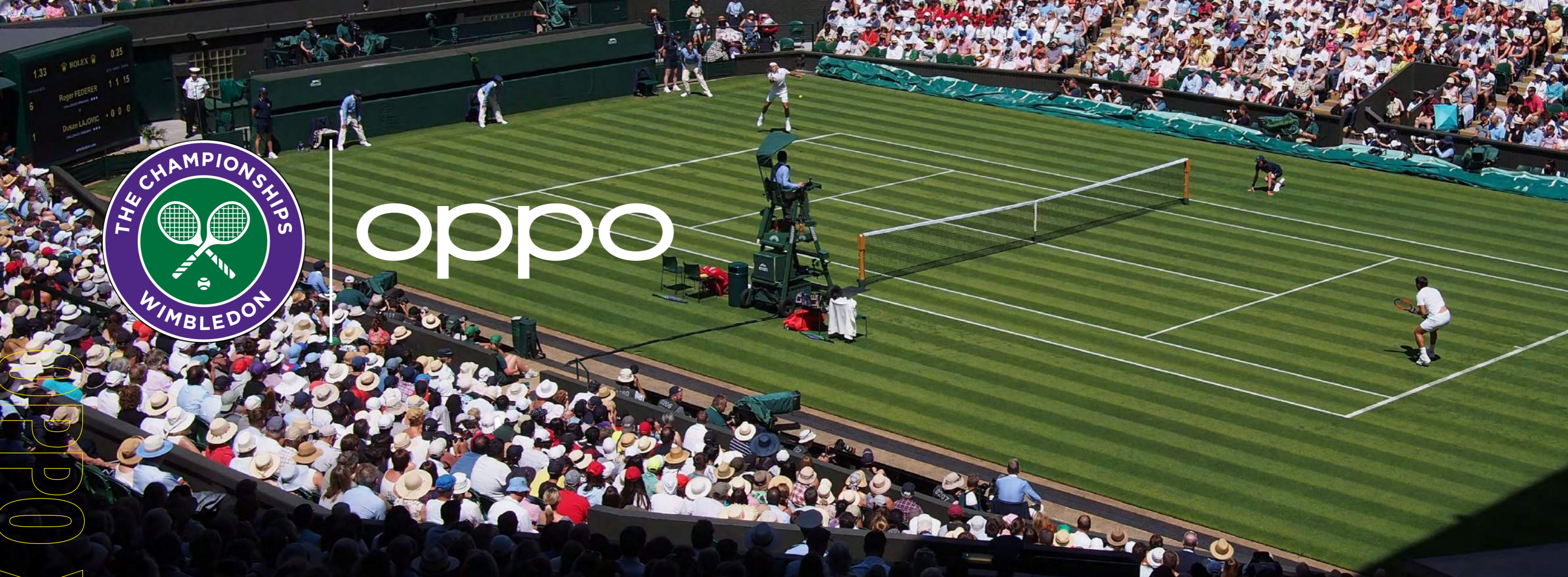
And it does not and will not stop there. When we had our first mental health townhall in May on Mental Health Awareness Week I was encouraged by the level of honesty and openness that people showed. It demonstrates to me that we have much to do to safeguard employee wellbeing but also that it wasn't too late to change or improve things.

I'm excited about what's on the horizon – we now have a dedicated group of mental health champions, which includes the Mental Health First Aiders, who have created an annual plan around employee wellbeing. We'll be having regular internal and external sessions called 'Let's Chat', hosting quarterly townhalls and sharing a stream of mental health-related content that continues to destigmatise what it means to reach out for help in the workplace.

Harvard may not be perfect, but as a mental health champion I want to make it clear that we'll do everything possible to make sure we have a support system in place and ensure people feel able to take advantage of our wellbeing initiatives, present and future. We'll be announcing the first of what will be many Curious Sessions in October as part of World Mental Health Day... watch this space!



SHANIL NAYEE
SENIOR ACCOUNT MANAGER
MENTAL HEALTH FIRST-AIDER



oppo

OPPO X EAT THE FOX

SERVING UP SUCCESS AT WIMBLEDON

Post-pandemic, we could all do with some strawberries and Pimm's right? With that in mind, when OPPO challenged Eat the Fox to rapidly accelerate brand awareness around its Wimbledon sponsorship, we had just the answer.

DELIVERING AN ACE FOR LONDONERS

We invited thousands of Londoners to watch the tournament by Tower Bridge, in partnership with The Scoop.

With the sun shining, a complimentary burger and drink on offer, and VIP picnic baskets a plenty, we were inundated with visitors over the two-day sponsorship, with footfall reaching a staggering 78,800. And with OPPO's tennis ads running six times an hour, 10 hours a day, we delivered 3,750,000 impacts and secured coverage in the likes of Harper's Bazaar, Hello! and Secret London among others.

MAKING A RACKET ONSITE

Not content with an offsite activation, over the course of Wimbledon we hosted our own OPPO activation space. Complete with an immersive experience at the Slow-Mo Studio, almost 600 attendees took their perfect swing while their shot was captured on the Find X3 Pro. And during finals weekend, we hosted 60 VIP partners, customers, lifestyle and tech media, as well as celebrity, tech and lifestyle influencers. There were also guest appearances from tennis legends Tim Henman and Greg Rusedski.

Game, set, match.





PLAYING THE INFLUENCER LONG GAME

Brand credibility and authenticity have never been more important than in the past 18 months. The global pandemic pushed businesses to take stock of the values that drive their success, and rethink how they engage with their audiences.

With many traditional comms channels such as physical events out of the picture, meaningful relationships with industry influencers have increased in value.

SO, WHAT'S THE SECRET TO IMPACTFUL INFLUENCER ENGAGEMENT?

Building an influencer inner circle rooted in long term engagement.

This re-enforces the idea that the influencer has a genuine affinity for your product or service, and the endorsement can be trusted.

To enhance this trust further, it's important that influencers align to your brand values. In response to issues like sustainability and diversity, equity and inclusion rising up the business agenda, we have added responsibility and risk to our influencer scoring methodology, to help build a holistic view of an influencer's suitability beyond reach, relevance and resonance.

A long-term relationship means the influencer can truly get under the skin of your business - resulting in more effective co-creation and authentic content.

Lastly, it also improves brand awareness and consideration by exposing the influencer's audience to your brand regularly.

This year, we've successfully embedded this approach with clients such as iRobot, BYJU's, Sennheiser, Fujitsu and SAP Concur.

BUILDING BRAND AMBASSADORS FOR SENNHEISER

For Sennheiser, we partner with influencers who have authority in sound. At the start of the year, we identified a network of influencers who could share credible product reviews and content with their captive audience. Since then, we have engaged this network around key brand moments and product launches, establishing them as ambassadors for the brand. To date, this approach has enabled us to reach 934,982 people across social media.

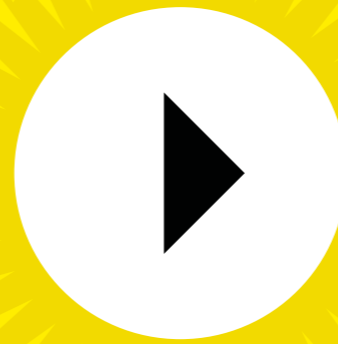
We partnered with radio presenter and lifestyle influencer Yasmin Evans on an Instagram Post and series of Instagram Stories showing how she implements Sennheiser headphones into her daily routine. By showcasing the product in a natural way it resulted in an authentic, engaging Instagram post.



Laura Cahill
ASSOCIATE DIRECTOR



Kate Smart
ACCOUNT EXECUTIVE



THE POWER OF PODCASTS

A podcasting renaissance has been burning hot in recent years, further fuelled by lockdowns and new ways of working.

In the UK, there will be 14.6 million podcast listeners this year – up nearly 20% on 2020. And they reach business audiences too. More than a third (35%) of LinkedIn users regularly listen to podcasts, with the level of engagement increasing with seniority, rising to up to 44%.

But standing out is critical to success. Particularly true when you're competing in an ever-expanding universe of podcasts. An engaging hook, promotion through the funnel, and great audio quality are key to making listeners come back for more. This final point is sadly often forgotten about, to the detriment of the medium.

Capturing studio-quality sound presents its challenges in a pandemic, leading us to develop our own bespoke remote podcasting service. It means capturing the best quality audio, no matter where a guest or host is based.

To that end, working with Workplace from Facebook, we've delivered PioneerCast, supercharging advocacy efforts. Workplace customers have been jumping on board as guests, helping reduce Workplace's average time to create and approve a customer story from four months to just under one. Using soundbites and audiograms to promote the podcast on social, the podcast also supports content creation efforts for anything advocacy related.

Our work with Mimecast has also blown up this summer: with Phishy Business looking to unearth the lesser-known side of cybersecurity. Its secret to podcasting success? Intriguing guests, the art of storytelling, along with owned, earned and paid promotion.

Interested in finding out more?
Email editorial@harvard.co.uk



John Crossley
ASSOCIATE DIRECTOR



WOMEN
MAGAZINE

Workplace
50%
Only half of frontline managers feel empowered to make decisions that directly impact business goals.
Source: MIT Technology Review 2020 Global Frontline Research Report

Workplace
Frontline managers are wasting the equivalent of 58.7 hours or 9.3 working weeks every year, due to lack of communication with head office.
Source: MIT Technology Review 2020 Global Frontline Research Report

Workplace
90%
90% of head office leaders relied on email during the COVID crisis, compared to only 27% of frontline managers.
Source: MIT Technology Review 2020 Global Frontline Research Report

WORKPLACE FROM FACEBOOK

Today, while the ‘future of work’ conversation is incredibly crowded, what leadership looks like within this new context is under-researched. We see leaders sharing anecdotes and advice, but we don’t know what employees need and want long-term.

To explore this, we created a campaign that would give Workplace from Facebook - a B2B communication platform and the only Facebook app built outside of the US - a unique voice in the future of work conversation. The campaign was based on Workplace’s belief that empathetic and authentic leadership is now essential for retaining talent, and no longer the preserve of visionaries.

Using tactics fitting to today’s media landscape, we created a campaign that explored this hypothesis. The coverage to date has succeeded in positioning Workplace as the partner for businesses that want to facilitate better workplace communications between leaders and employees.

All this has resulted in 19 pieces of coverage so far in either top tier publications or those – such as HR – that are specific to Workplace’s core audience. A highlight piece was an article in the UK edition of Insider – which you can read here. And the campaign lives on, with Workplace’s marketing team using it to create assets that will drive leads.



BUSINESS UNUSUAL: HELPING SMALL BUSINESSES GROW IN LOCKDOWN

Small businesses were hit particularly hard by the pandemic, having to rethink their business models, approach to customer engagement and even their products and services, seemingly overnight.

In the midst of lockdown, we worked with Vodafone UK to create entertaining, educational, empowering content to support their pursuit of growth during this challenging period.

We created a live video series that touched on connections and productivity – two areas that were not just vital to small businesses, but also aligned with Vodafone’s own vision and services.

We produced webinars that were hosted by the brilliant Claudia Winkleman, with guests from the likes of meal replacement company Huel, and mens tailor Morts and More, along with Vodafone’s own representatives.

To keep the focus firmly on what small businesses wanted to hear about and keep everyone on track, we spent time preparing spokespeople for the video series with neatly constructed briefing calls that outlined the flow of the conversation.

The output was a series of high quality, engaging pieces of content that aligned to a broader marketing campaign, spanning multiple agencies and stakeholders. Overall, the campaign was a thumb-stopping success, showing the incredible power that well-considered, targeted content can deliver.



VODAFONE

KALIBRATE: THE ELECTRIC OPPORTUNITY

Electric vehicles (EVs) are the future. But first, there are roadblocks society needs to surmount. And chief among them is fuel provision.

Our client Kalibrate is a leader in traditional fuel retail, but with the industry's direction of travel toward EV, they knew that they needed to adapt with the market, break into the conversation, and become leaders to help inspire the next generation of retailers. This is the story of how Kalibrate led the charge on guiding customers and prospects through the brave new world of electric vehicles – driving awareness, consideration and ultimately significant pipeline revenue.

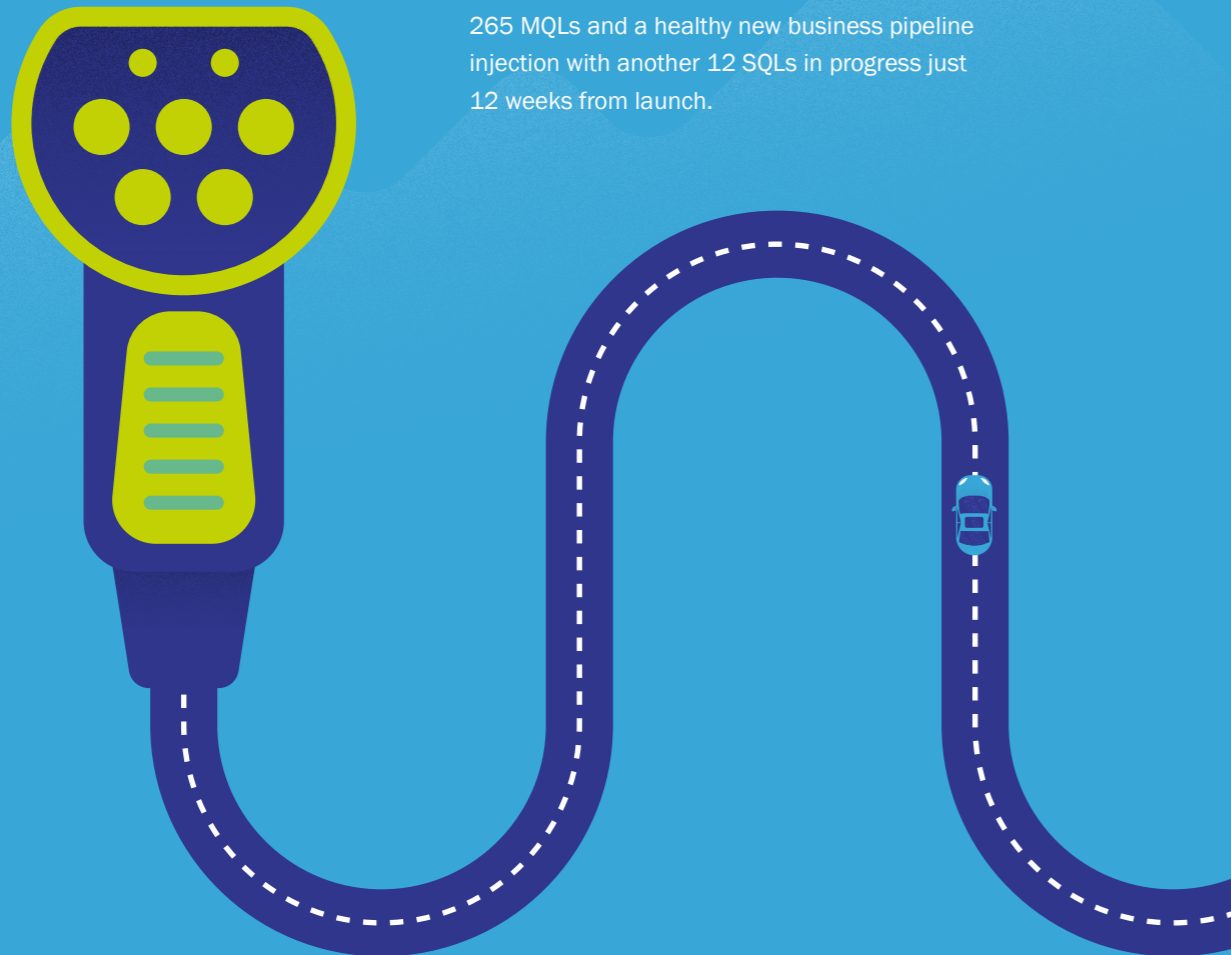
Kalibrate's retail customers knew they needed to start building the refuelling infrastructure of tomorrow, but the industry is still in its infancy. And investing without proper insights is akin to driving at night without headlights. To help them form their EV strategy, Kalibrate

needed to shine a light on this new market: to illuminate the behaviours and motivations of EV owners, and position themselves as a thought leader.

We helped Kalibrate blaze a trail for fuel retailers, mapping out the habits, preferences and needs of EV drivers. How does charging up differ from filling up? How often do EV owners refuel? How are perceptions of EVs changing? These are questions we answered through a detailed survey of retailers and EV drivers, benchmarking exactly what EV owners want from a fuel retailer.

By producing an annual benchmark thought leadership report, developing informed personas of EV drivers, delivering high-impact digital content and taking stakeholders on the journey with us, we strategically executed an integrated thought leadership campaign that positioned Kalibrate as a company that, when it comes to revolutionising refuelling, is leading the charge.

The results? Seven million audience reach, 265 MQLs and a healthy new business pipeline injection with another 12 SQLs in progress just 12 weeks from launch.



UNI²⁰₂₁

CISCO

THE TRANSFORMATIVE IMPACT OF TECHNOLOGY ON HIGHER EDUCATION

There's no such thing as a 'typical' student anymore.

More people than ever are seeking out Higher Education to finish degrees, retrain or study part-time. This diversity brings with it a range of experiences and expectations that universities must cater for.

Cisco's technology helps universities optimise their investments, improve the student experience and minimise additional costs.

Ultimately making higher education more accessible for everyone and setting universities up for success in the future.

But in 2020, normality changed.

Students and universities had to quickly adapt to a new way of learning. And through it all, technology kept us connected.

We helped Cisco shine a light on the transformative impact of technology on campus life through the real experiences and stories of students and faculty. What are the challenges they face with hybrid learning? What are the technologies they value most? What is their vision for the future of education?

The answer to these questions helped build out our campaign: UNI2021. Starting with an impactful, thought-leadership research report complete with direct quotes from our university stakeholders and Cisco recommendations.

Leading on from that, we helped create three high-quality user-generated films of our students and faculty, highlighting the real-world challenges and opportunities of hybrid learning. And finally, by taking part in, and hosting two industry events, this further positioned Cisco as an expert willing to listen and act on the challenges higher education is facing. The results? 250 video views, 200+ report views and 202 MQLs.

TRANSFORMING REPUTATIONS FOR TECH

GIANTS

Industry stalwarts often come with big names and big reputations. Despite living in an era of disruption and extraordinary pace of business, such reputations can be difficult to shift even as a company itself has transformed.

These are the kinds of challenges we relish. It's fascinating to get under the skin of a business – to understand how it has shifted its business strategy, created new products and services, turned its business model on its head and evolved its culture – and to then tell its story.

Two great tech giants we work with are global data management leader NetApp and leading Japanese technology company Fujitsu.

In the last few years, NetApp has transitioned away from its storage hardware business towards becoming a hybrid data services software company. To reflect this shift to take NetApp's brand out of the data centre and into the boardroom, the team has been laser-focused on telling NetApp's story to national, business, technology and channel media.

To achieve this, we helped them create powerful storylines to develop big stories around the national data strategy, digital literacy and the sustainability of cloud services. We secured hero coverage with the likes of Sky News, City A.M. and The Times Raconteur by making their B2B tech story relatable to current affairs.

With Fujitsu, it had a long and established reputation in the UK, but in the wake of tech industry disruption it found itself losing market share to young digital upstarts.

Working with the company on both a UK-newsroom and EMEA-hub remit, Harvard has been responsible for the launch of some of Fujitsu's most successful campaigns – from financial service campaigns like A New Pace of Change, to EMEA-wide retail campaigns like Forgotten Shop Floor, both of which have moved the needle for the brand in helping to reinvigorate its reputation as a forward-thinking and innovative leader.

Perhaps our most successful delivery of this was in the development and execution of

"Driving a Trusted Future" – a campaign which hinged around research but had activations across PR, marketing, social media and sales.

The result is one of the most successful campaigns in Fujitsu's history. More than 100 pieces of coverage and counting in the UK alone including Sky News, BBC, and all tech trade titles. From a sales perspective, the campaign has led to numerous MQLs and a nomination for an ITSMA Award in the Repositioning a Brand Category.



BEN ROBERTS
DIRECTOR

THE THRILL OF THE FIGHT:

HELPING CLIENTS

PUNCH ABOVE THEIR WEIGHT

If you want to be a comms champion, you've got to box clever.

There will always be someone out there ready to outspend you, a bigger brand or competitor waiting in the wings. Getting your shot at the title takes time; time that many brands don't have. Unless you're already a recognised leader in the space, there is no easy route to the ring.

We need to find ways to help our clients punch above their weight, to gain traction in conversations that are otherwise dominated by the heavyweights.

"If you work hard in training, the fight is easy."

- Manny Pacquiao

Boxers need to find the right stance. Brands do too. Find a position that's compelling, insightful and interesting and you'll have media queuing out the door.

Everyone wants to talk about business sustainability, but all too often messages are flat and uninspired. To set apart Dassault Systèmes we devised a series of compelling points-of-view each focused on different key verticals.

Taking a vertical approach let us look at the topic in different and unique ways, ultimately securing opportunities with national media, including BBC, FT, The Times and Sky News. Even today, the legacy of the campaign continues: Dassault Systèmes is still regarded as a key commentator in tech debates around the circular economy, carbon emissions and waste in sectors as broad as CPG & retail, energy, life sciences and transport.

"The man who has no imagination has no wings."

- Muhammad Ali

No one ever sees the knockout blow coming; it's the same in PR - you have to deliver something that no-one expects. Which is exactly what we did for Wunderman Thompson Commerce. Aiming to give the brand a voice in topics such as ecommerce, security, Programmatic Commerce and cloud, we found that, rather boringly, our competitors focused on existing audiences.

Instead, we created a campaign that explored a generation that weren't yet consumers: Generation Alpha, the shoppers of 2010 to 2025.

Through research of 4,000 young people, we found out their likes, dislikes and demands. We painted a picture of retail not five years into the future but fifteen, complete with a look at how the customer experience will evolve.

Cue 110 pieces of coverage and over 175 marketing qualified leads. Ding! Ding!

"Sure the fight was fixed. I fixed it with a right hand."

- George Foreman

Sometimes, it's just about throwing the right punch at the right time. But of course, picking your opportunity is easier said than done. With Mimecast we wanted to help the brand stand out in a crowded cybersecurity market, so we homed in on the biggest threat in the market: COVID-19.

The pandemic presented many potential cyber-attacks for the public: fake medical information, hybrid working impersonations, phony tax rebates and even imaginary streaming services. Working closely with the client, our hyperactive newsroom uncovered almost daily threats and pitched them to broadcast, business and national media, resulting in blanket coverage about the threats that would impact the public.

This was so successful that Mimecast was used by the North Yorkshire Police to help local citizens learn about scams and phishing emails.



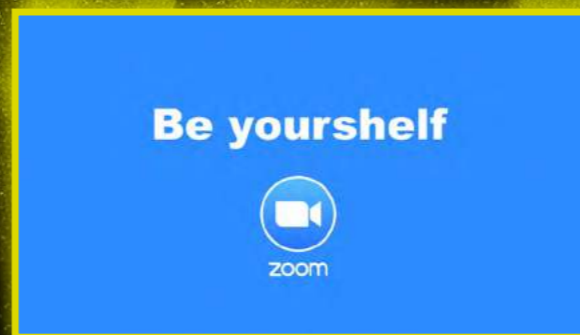
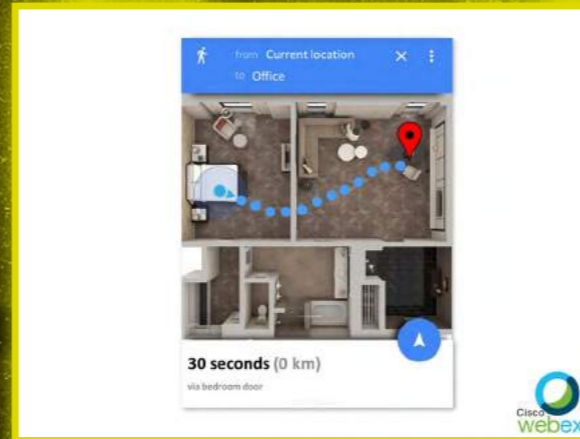
JOE MCDERMOTT
ASSOCIATE DIRECTOR

ONE MINUTE BRIEF

Created by Bank of Creativity founder Nick Entwistle, One Minute Brief (OMB) is a daily quick-fire competition that sees creatives answering briefs against the clock. We set our own creative Nick Beaumont a bespoke OMB: to create posters to show the impact video technology has on our everyday lives.



NICK BEAUMONT
CREATIVE



THANKS

