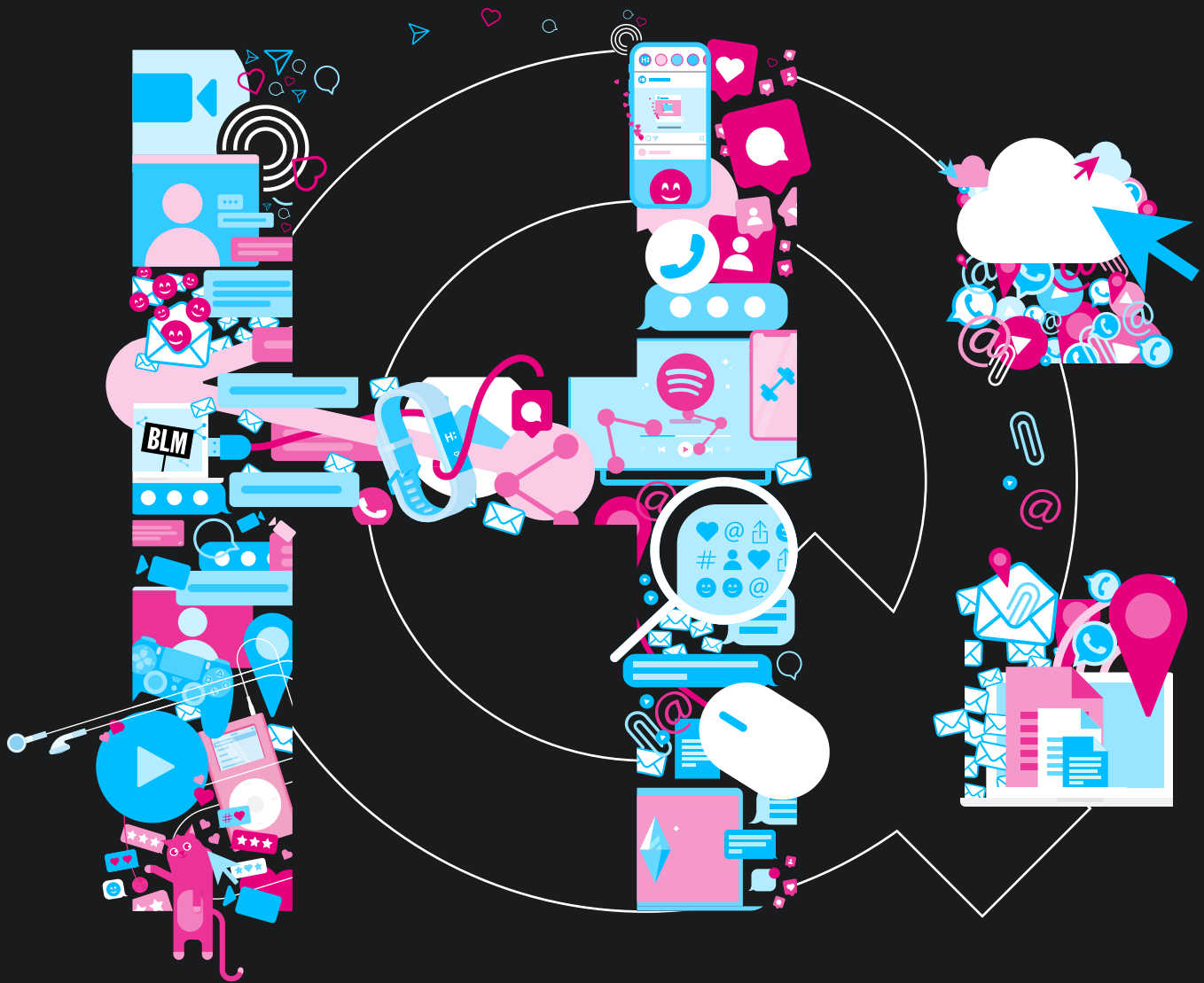


SUMMER / AUTUMN



HELLO

As I write this, I'm reflecting on a world that is much changed from last autumn. A world reeling from a general election, terrible scenes in the US and of course the Covid-19 pandemic. This issue has been written during the UK lockdown.

Like most companies we have adapted very quickly. Operating one hundred percent remotely, I remind myself how fortunate we've been to be working in tech at this time: not untouched by recent events but weathering it better than some industries.

At Harvard, we've worked hard to stay connected with our clients and employees. We've made the best of the situation and provided as much support as possible. And through it all, we've continued to provide a stellar service to our clients.

In the following pages, you'll see that we continue to do some beautifully creative work for the likes of Salesforce, iRobot and Vodafone. Clients are willing to try new things and take a few more risks.

As an agency, our global footprint is expanding. Although the inability to travel is slightly hindering our progress, we have great plans in place and the integration with Method in the US is continuing at a pace.

We've also cemented our place amongst PR Week's Top 5 UK technology agencies, characterised by our ability to win new business. Lockdown has been no different, and we've secured work from SAP Concur, Boston Consulting Group Platinion, Bloomberg and Chinese handset manufacturer OPPO.

All in all, it's been a strange old time, but in many ways a hugely positive one.



Louie St Claire
CEO, Harvard

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SPRING CLEANING THE COMPETITION

The iRobot brand is the pioneer of luxury clean, with beautifully engineered and designed premium products intended to make your life better. That sleek design and premium feel conjured images of crisp white homes with shining floors. And that strategy worked for two decades – people wanted that home.

However, as technology progresses, the barrier to entry lowers, and in recent years challengers have flooded the market. And to their minds, why reinvent the wheel? iRobot's branding strategy clearly worked. Suddenly, social media was flooded with images of pristine homes with robot vacuums whizzing around them.

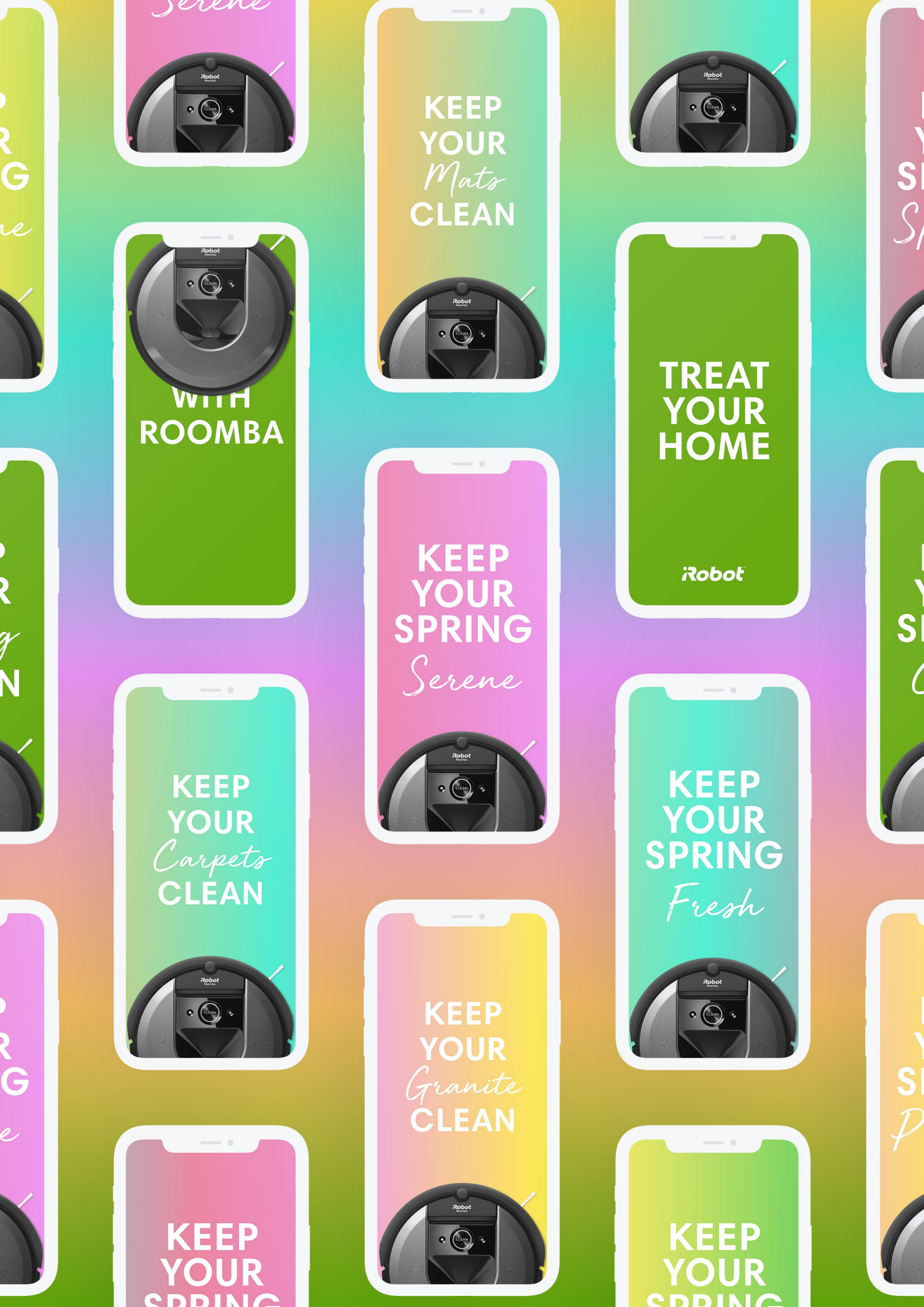
Enter Harvard. iRobot asked us to challenge them, push them out of their comfort zone and help them differentiate their products in the market.

We took the bait. iRobot is a pioneer, a leader. In a sea of white and grey shiny stock imagery, we introduced a world of colour.

We enhanced iRobot's visual identity by designing new colour gradients and illustrated graphics to pull them ahead of the crowd once again. Just have a look for yourself.

Tested for the first time in April, with our Spring Cleaning campaign, the new look and feel is already having an impact. The colourful imagery and animations took top billing for the month in engagement, with an unusually high number of shares for organic content.

We can't wait to see where this journey takes us next. Our iRobot future is bright.





VOIS

VODAFONE FINDS ITS _VOIS

_VOIS is an entirely new sub-brand for Vodafone, set to carry the network giant into the 2020s and beyond. To bring it to life, the Vodafone Shared Services team was looking for a fresh identity, name and ethos aimed at unifying a team scattered across Europe, Asia and Africa.

Harvard was tasked with creating a unique identity for this diverse group and get them excited about the future. Recognising that data and intelligence sit at the heart of what this function does, we focused our creative efforts on developing an exciting new brand that conveyed a sense of moving together into the future, using data to light the way.

Our visual identity was based on speed and energy, including an impactful new logo, a powerful story to sit behind the visuals and a brand universe featuring distinctive blades of light. We also created a striking film that launched the _VOIS brand to the world at a launch event in Cairo, which the rest of the global team joined via Workplace.

This refreshed identity represents a quantum leap in Vodafone's strategy for the future and will be rolled out on every platform across 16 markets globally throughout 2020.

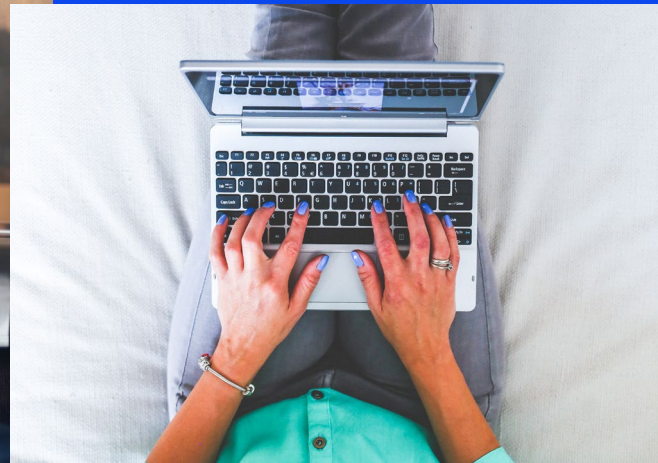
GUIDING BUSINESSES THROUGH A GLOBAL PANDEMIC

Wunderman Thompson Commerce (WTC) is at the forefront of helping brands execute best-practice strategies online. As an eCommerce platform provider and consultancy, it helps ensure brands and retailers have both front- and back-end systems running perfectly. And during lockdown, the need for these businesses to pivot more towards digital commerce has never been greater.

The results were clear: consumers want to be more digital; brands need to move quickly; and, yes, Amazon is still pretty popular.

The findings have been used across all of WTC's channels, driving coverage in both national and trade media and giving WTC a platform to discuss the impact of Covid for business. It's also giving them a platform to offer advice, with the content used to curate a

WTC



Neither has the need to understand what consumers need and want from online retailers.

Our global campaign, Future Shopper, did just that. Exploring the current and future shopping habits of 16,000 consumers from around the globe, the goal of the campaign was to provide insight to an industry under pressure and position WTC as a business that can guide them through.

wealth of marketing collateral from lockdown presentations to video tutorials. All of which resulted in 49 SQCs (interested parties successfully developed contact with as a result of the research) and 21 qualified leads for the business.

The findings have been used across all of WTC's channels, driving coverage in both national and trade media and giving WTC a platform to discuss the impact of Covid for business.

BUSINESS HEROES SESSIONS

The UK's start-up companies are some of the most dynamic and forward thinking in the world and Vodafone Business is on a mission to support these businesses as they grow, innovate and compete in an increasingly digital world.

Vodafone Business wanted to shift perception from it being simply a network provider to a partner that is with them for every step of their growth.

Guided by our insights that small business leaders are looking for technology partners to inspire them and value access to 'people like them', our response was the creation of the Vodafone Business Heroes Sessions - a series of intimate events, curated by Vodafone Business, but each one bespoke to a specific vertical.

The first session was designed for the creative industries.

Held at Soho House, White City, it featured a panel discussion hosted by Dr Anne-Marie Imafidon with Jamal Edwards, founder of SB:TV; Matt Key from Apple, Charlie Carpenter from Creative Brief and Director of Vodafone Business, Anne Sheehan. It included the launch of research exploring the role of technology in enabling small creative businesses to compete with their much larger competitors with findings being used in the panel discussion but also a broader media sell in.

Attended by over 80 entrepreneurs and leaders of small creative businesses, the event was a huge success. It enabled Vodafone Business to engage with an almost entirely new vertical audience directly and has provided an impressive blueprint for the Business Heroes Sessions to come.

VODAFONE



A NEW BRAND FAMILY

Martech firm Access Intelligence recently acquired journalist enquiry service ResponseSource, adding to its existing PR software tool Vuelio. It now wanted to create a cohesive brand identity that unified them into one brand family. The goal was to generate consistency, build brand equity, and ultimately establish them as visionaries in their field.

We developed a new brand strategy and visual identity that worked across all three brands, using a concept based on the platforms' unique and multiple views of the communications world.

Bringing the metaphors of eyes and worlds together, we had our creative spark. We developed three eye-like 'portals' as our brand icons, each one linked in identity, but bespoke

in their design. They encapsulated how, in their different ways, Access Intelligence, Vuelio and ResponseSource all help their customers look at and relate to their audiences.

We also developed the tagline 'make your story matter' for Vuelio, the main product brand, providing a relevant, benefit-led rallying cry that speaks specifically to the challenges faced by customers. Importantly, this differentiated the brand from the esoteric language of competitors.

A rounded logotype and contrasting letter weights create greater legibility and ease of pronunciation across the brand family, while bold colours helped them stand out from predominantly drab and grey rivals.



CLIENT WORK ON COVID

The last few months have changed our world. And like all industries, comms has faced challenges – not least in how businesses communicate with their audience. We wanted to put a spotlight on three pieces of work which highlight not only comms success stories, but also showcase how technology has been used for good.



RESPONDING TO COVID WITH VODAFONE

Vodafone has been behind some amazing tech and offers helping to keep the UK connected during Covid – supporting emergency services, key workers, small businesses and so much more. The strategy was to ensure that, through the media, these stories were seen by as many people as possible. One of the most important stories we told was around Vodafone's heat detection cameras which will help companies check people's temperatures as they enter buildings. With almost 100 pieces of coverage so far, this wasn't just about Vodafone's comms, it was about showcasing how that tech can be used in order to help society keep going.



SUPPORTING CUSTOMERS WITH WORKPLACE FROM FACEBOOK

Our work for Workplace from Facebook predominantly focused on customers. More than ever, journalists want honest, human accounts of how Covid-19 has impacted businesses, and that's what the team was able to deliver with MoneyPenny, Biscuiteers and Honest Burgers. Among a raft of joint interviews featuring Workplace by Facebook and various customers, the team secured a slot on Ian King Live to discuss how the business was using the technology to survive. Using customers, we were able to help Workplace shine a light on some great work being done, despite the circumstances.



DATA-LED STORIES FOR DUN & BRADSTREET

A data-led strategy was taken for Dun & Bradstreet, which owns the world's most comprehensive Data Cloud for business decisioning data and analytical insights. We developed a comms plan focused on sharing Dun & Bradstreet data and economic intelligence with the media as quickly and easily as possible, using Covid-19 impact reports to provide an overview of potential economic impact and offering guidance to organisations.

The goal was to share intelligence that would help businesses during this challenging period. Over the last four months, we have increased Dun & Bradstreet's position as a trusted source of economic information and business insight, appearing in over 90 articles and on the likes of the BBC and CNBC.



Technology has had to step up and help society get back on its feet. During a period like this, comms may not always feel like a necessity. But as you can see, if done properly, it can be a lifeline to help businesses push through difficult times.

A LOOK BACK TO 2019

Given how 2020 has progressed, it's fair to say that reflecting on 2019 feels like looking back a decade, not mere months. But with awards off the table for this year so we can focus on people initiatives, we wanted to take the time to look at what we achieved in the last 12 months – and what the future holds (as uncertain as it feels right now.)

80+
HARVARDIANS

2019 was a milestone in Harvard's history: our 40th birthday. We marked the occasion by being named PProvoke's EMEA Tech agency of the year (for the third time in four years), PRCA's specialist agency of the year and PR Week's Mid-sized Agency of the Year.

15%
GROWTH

8.1
NPS SCORE FROM EMPLOYEES
WHO WOULD RECOMMEND
HARVARD AS A GREAT
PLACE TO WORK

But, for us, 2019 was about so much more than that. We chalked up our ninth consecutive year of growth, were named the 5th largest tech agency by PR Week (the only specialist in that list!) and added a host of new brands – including Dassault Systèmes and iRobot – to our client roster. They joined clients like Vodafone, Cisco, Fujitsu and Sennheiser, all of whom have been clients of the agency for more than five years.

It was also a year in which our team continued to grow and develop. We refreshed our employee-wide training programme – Never Stop Learning – to broaden our education even further, bringing in a host of external speakers, alongside bespoke training programmes for each level, to help us achieve our personal goals. We also implemented a new 'AD training programme', designed to support those taking on an increased amount of leadership – both with their team and their clients.

28
OF OUR TEAM WERE
PROMOTED, 5 INTO NEW
LEADERSHIP POSITIONS

40%
NON-TRADITIONAL PR WORK
NOW ACCOUNTS FOR OVER 40%
OF OUR REVENUE

Finally, throughout 2019 we strived to further our personal growth. We increased the number of mental health first aiders we offer, as the importance of building a network of trained colleagues that individuals can turn to became even more fundamental. We introduced both a UK-specific and a global D&I board, designed to hold leadership across the broader group to account and introduce new initiatives – ensuring everyone can thrive in a safe environment. And we continued our pro-bono work with Child Dignity Alliance, challenging tech leaders, government and citizens to come together to help eradicate online child abuse.

As we look forward into the second half of 2020, while the future may look uncertain, one thing remains clear – the tech industry has never been more important.

GOING GLOBAL

In the last HQ we introduced our Method team and celebrated the opening of our New York office. We're glad to say it's going great in the Big Apple - and despite the global pandemic, we've been moving forward with ambitious plans for the future.

First, we added some fantastic clients to the roster at a global level. We won Bloomberg Technology as a US and UK-focused account that saw both teams come together to create an integrated pitch helping the company to attract and retain engineering talent. This is the first evidence that our global plans are coming to fruition. We can now count Bloomberg and Workplace by Facebook as global clients.

Second, we have been road testing a new proposition as part of our pitches that places the responsibility for great campaign execution not on a hub agency, but a distributed model that ensures all offices remain engaged and empowered. To date, clients have found it refreshing and productive.

Last, we're in the process of reinvigorating our European network. We have a 'sister Harvard' in Germany and work closely with some stunning best of breed partners across the continent. We will look to formalise some of those partnerships in the coming months - so watch this space.

OPPO CALLS IN THE FOXES TO ACCELERATE BRAND AWARENESS

Eat the Fox has been named OPPO's UK PR agency of record, following a competitive pitch. The agency, which was only launched in January 2020, is tasked with helping accelerate OPPO's brand awareness in the UK through an ongoing news and reviews programme.

It will also be responsible for creative campaigns to deliver key products launches throughout the calendar year. Harvard will support the work, providing access to its creative and planning capabilities.

When we launched Eat the Fox, we said we wanted to disrupt the status quo and provide an alternative in the market - a specialised offering, with planning at its heart and a creative flair to make a mark. Winning OPPO proves that there's an appetite for this. OPPO is a world-leading brand, with a cutting-edge approach to comms and we couldn't be more thrilled to add it to the Eat the Fox - and Harvard - family.

eat the fox × **oppo**



OPPO

THE POWER OF THE BIG IDEA IN B2B

ABM. Social. PR. Native. SEO. Content. Webinars. Blogs. E-DM. Programmatic. CRM.

Launch. Measure. Optimise. (Repeat).

Today's marketers have more digital channels and assets at their disposal than ever before. And we can monitor every interaction and dollar spent to a granular level.

But with increased opportunity come increased threats.

The threat of spreading your tactics too thin.

The threat of diluting your brand through discrete campaigns.

The threat of drowning in dashboards and metrics.

And the threat of losing touch with the one KPI that really matters: connecting with customers and prospects.

The 'Big Idea' has been a mainstay of consumer advertising since the days of Mad Men. Consider Volkswagen's Think Small campaign in the 1950s. Or Apple's Think Different in the late 90's. All-encompassing creative ideas built on a human truth – resulting in owning a category, increasing brand fame and driving sales.

Meanwhile, B2B marketers tend to take a more rational approach; running demand generation activity to satisfy short-term goals.

But now, as the worlds of consumer and business tech collide, marketers can stand-out by tying together disparate activity and appealing to audiences' emotional as well as rational drivers.

Whether the goal is brand awareness, generating leads or driving advocacy, there's no magic formula for coming up with a Big Idea.



LAUNCH. MEASURE. OPTIMISE. (REPEAT).

At Harvard, our Planning team gets to the nub of an insight, whilst the Creative studio brings it to life visually and tonally. Their range of backgrounds covering digital, brand, PR and advertising means we take a unique approach to tackling complex business issues.

We combine this with the rigour of setting measurable KPIs and stress-testing the idea internally. Is it original, memorable, authentic, impactful and 'campaign-able'?

Our Beyond the City campaign for Cisco's 5G RuralFirst project was all of those: a single-minded creative platform uniting tactics through the funnel. A PR and demand generation strategy including innovative activations (like a tech-inspired 5G music recording and an app allowing you to adopt a cow), it demonstrated how 5G could unlock the UK's potential in rural areas.

My role at Harvard is all about harnessing the power of the Big Idea to create lasting change for our B2B clients. And I can't wait to bring this approach to even more marketing programmes in 2020 and beyond.

Andrew Last
Managing Director, Marketing

THE EXTENDED STAY — IT WAS ALWAYS A MARATHON NOT A SPRINT

I've been thinking about how to share what we've been up to here at Harvard during lockdown. I wanted to wait a little while until we could talk about what has worked and what has been a bit tougher.

After all of the fancy dress, Zoom meeting pics and empty toilet roll shelves, we've settled into a new way of working that saw us go from an effective flexible working strategy to fully remote in three days.

Those first few weeks in lockdown were spent talking to clients, re-assuring people and putting systems in place that made us feel connected and opened mental wellbeing lines of communication. There are about 80 of us and what we've set up is as much good business practice as it is lockdown necessity.

We nailed the working day really well at first – if by that you mean 10 straight hours of Zoom calls followed by team drinks, Pictionary with your pod and then a HiiT workout!

We've now settled on reduced meeting lengths; an hour has become 40 mins and half an hour, 20. This gives us all some time back. We've also introduced “working from home” days like we used to have, with fewer meetings and objectives, and more time for thinking and curiosity.

STAYING CONNECTED

Another area of focus has been keeping us as connected to each other as possible.

We provide daily remote updates when needed, we've intensified our board coffee programme and initiated a weekly 20-min 'in the kitchen' chat with a colleague you don't normally work with. (I've learnt that people who like sport talk most about when it will restart.)

Our full company meetings are now every two weeks, one as a business update and open forum for questions about the commercial side of the business, and another to celebrate great work, laud personal achievements and share best practice.

Personally, I've had to learn how to lead without the quick catchups I'm used to, and I've found the humble phone call more useful than video.

We provide daily remote updates when needed, we've intensified our board coffee programme and initiated a weekly 20-min 'in the kitchen' chat with a colleague you don't normally work with.

REVAMPING WELLBEING

My view is that it's not possible to over-communicate during this time. It's bloody lonely working on your own and as the situation has played out, we've all struggled in different ways.

We've measured our mood with a bi-weekly three-question wellbeing survey which has been very useful.

This marathon has taken its toll on our mental health. Everyone has been on a different Covid-19 journey, from those managing home-schooling to those living in shared accommodation – and everything in between. At Harvard we've taken our responsibility to cater to everyone's needs very seriously.

We've revamped our wellbeing policies. Alongside subscriptions to the Calm wellbeing app, we have extended our free yoga and introduced a new subscription to F45, giving people access to virtual gym classes and nutrition advice. Most of our clubs have gone online – definitely books and music, although I'm not sure if knitting is still happening!

We've also remained committed to everyone's mental health with a focus on our mental-health first-aiders, all of whom come from a diverse cross-section of the business. Lastly, we offer private medical insurance – a package that includes therapy-based services for those that need them.

This marathon has taken its toll on our mental health. Everyone has been on a different Covid-19 journey, from those managing home-schooling to those living in shared accommodation - and everything in between.

THE HYBRID OFFICE AND HOME

We're now focusing our attention on a phased return to the office. We are creating a plan to ensure people feel safe and supported in what will be a tricky hybrid office / home environment.

Some of the above may be obvious, but we've seen that a combination of these elements has helped employees to adjust to their new environment – and keep providing a cracking service to clients.

As we move to the next stage, I think creating that hybrid environment will prove the greatest challenge. Watch this space for an update on how we start to work that one out!

Louie St Claire
CEO, Harvard



BLACK LIVES MATTER

“

It is only through education, listening and ultimately acting decisively over a sustained period that we will start to address endemic racism in our society and our industry.

MOVING FORWARD AND A PLEDGE TO BE AN ALLY ON ACTION

As the world exploded into protest over the murder of George Floyd, it felt like a genuine moment to acknowledge, learn from and act together on systemic racism in our society, the PR industry, the businesses we work with – and I’m not excluding Harvard.

There are far better people than me to talk about how impossible it is for a society to thrive if leadership fails to be proactive around race – try reading Carmen Morris in Forbes.

Or to point out the lip-service paid by PR and marketing agencies to issues of race, which at best miss the point and at worst compound systemic racism by removing black and brown voices from our businesses. Katrina Marshall is particularly strong on this.

It is only through education, listening and ultimately acting decisively over a sustained period that we will start to address endemic racism in our society and our industry.

Like many businesses, D&I, and in this case specifically ethnicity, is not a new topic for us. We have a formal and informal D&I board in place and in April, we completed an inclusivity review where we interviewed people across the agency confidentially to get their views on areas we need to improve on with D&I. Much of this has – and will – fuel the changes we’ll be looking to make in the next 12 months.

At Harvard, we have started by having an open conversation with all our employees about their individual responsibility. As a management team, we will lead our people on this:

- Reinforcing new ways to hold us all to account on calling out racism when we see it.
- We have made a commitment to bring more non-white people into the business, at all levels.
- And we will keep having those difficult conversations whenever they are needed.

We know we have work to do – as a company and as an industry. But we’re confident that we will start to see our efforts bearing fruit.

THE FIRST PRIDE WAS A RIOT

We've come a long way since that night, yet the truth is, it's still illegal to be a part of the LGBTQ+ community in 71 countries, conversion therapy still exists and, recently, the Trump administration announced it is eliminating an Obama-era regulation prohibiting discrimination in healthcare against patients who are transgender.



Stonewall found that a third of LGBTQ+ staff in the UK (35%) have hidden that they are LGBTQ+ at work for fear of discrimination. And, for someone who spent 11 years of their life hiding who they were I can tell you now, it's mentally draining.

I think it's safe to say that everyone yearns to be accepted and to feel a sense of belonging. So, why wouldn't all businesses want to create a diverse, inclusive space where their employees can bring their full selves to work? So they can truly thrive and produce their best work?

When employees feel included, they're more likely to be positively engaged within the organisation which ultimately leads to their loyalty.

Regardless of our race, religion, sexuality or gender, we are all equal and businesses have an opportunity to support and empower every one of us. The Love Has No Labels video has always stuck in mind as the perfect way to remind us that we are all human.

There are many things businesses can do to reduce workplace discrimination and support their LGBTQ+ employees. At Harvard, we have ChimeQ which offers everyone across Chime's agencies the chance to build connections across the diverse LGBTQ+ community within the 2,500-strong Chime global workforce.

Through events we are given the chance to learn from experts, share personal experiences and meet with like-minded colleagues. This to me was so important because it gave a clear signal from day one that I could be completely myself coming into work every day.

The benefits of creating an LGBTQ+ friendly workplace are in many cases immeasurable, but in an article by People Scout it is said that by creating an inclusive environment you can reduce stress and anxiety for your LGBTQ+ employees, improving their overall health and increasing job satisfaction.

Some might even say it attracts some of the best talent around.



As an agency we talk about creating lasting change for our clients. But to celebrate our 40th birthday, we wanted to turn the tables and look at how the technology industry has created lasting change in society.

We tasked the Harvard team to choose the tech moment that changed their lives – and they didn't disappoint. Here's a few of the themes that came up time and time again...

USING TECHNOLOGY TO BRIDGE THE COMMUNICATION GAP

One of the biggest ways tech has changed our lives is by giving us the ability to communicate with friends and family easily – wherever they are in the world. From the rise of WhatsApp to our love/hate relationship with Instagram (by love/hate, we really mean the battle against 24/7 scrolling!), technology has enabled us to share and interact with each other in a whole new way.

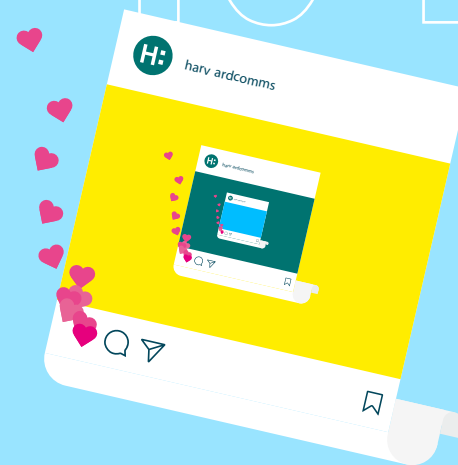
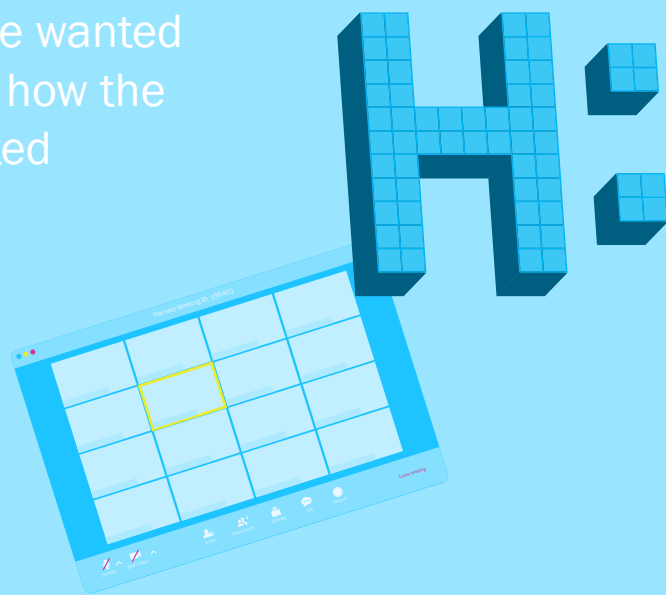
One such app bringing the world together during lockdown is Tik Tok. In its own hero moment, Lisa Coutts talked about how it's actually helping us navigate a new world. But for now, all we want is a way to fill the hours, laugh at videos of dogs 'working from home' and maybe show off our dancing skills (although don't expect me to be doing that any time soon). We're still trying to get our CEO Louie on there though...

EMBRACING TECH TO MAKE OUR LIVES A LITTLE BETTER

Whether it's Gousto's recipe box subscription or the ability to learn almost anything via apps nowadays, there can be no denying that technology has given us the ability to immeasurably improve and enhance our life skills. From 3D printing and its impact on the medicine to the discovery of DNA, technology has fundamentally made our world a better place.

And it's helped us get fitter. From avoiding University work with the Wii Fit to discovering YouTube Yoga with Adrienne, our very own Amy McRitchie is now taking tech a step further, teaching Harvardians Yoga over Zoom during lockdown.

And when we think about improving our lives, we shouldn't forget the Smart Home movement and the impact of Alexa. Can anyone remember a time when Alexa wasn't around to answer your every whim, or remind you of your other half's birthday?



THE RISE AND RISE OF THE GAMER

A prominent theme of the series was a love of gaming. Whether that was one Harvardian's admission that he'd spent precisely 7296 hours of his life playing Football Manager, or another on how the Sims is getting her through lockdown (and making her feel productive to boot!), there's no doubt that it's a staple in our lives.

And there was of course, the battle of the consoles. The Sony PlayStation's write-up talked about 'that special sense of excitement when you hooked up that aesthetically unimpressive grey box to the ancient Bush portable TV – which had to be assaulted to stir into any kind of audio-visual activity.' The Wii, on the other hand, simply got 'I love the Wii more than I can put into words. It truly is a Hall of Famer in the tech world.'

And with lockdown a looming feature of our lives in 2020, gaming has – perhaps unsurprisingly – become a lifesaver for those with children to entertain, as our MD Ellie pointed out in her ode to Minecraft.

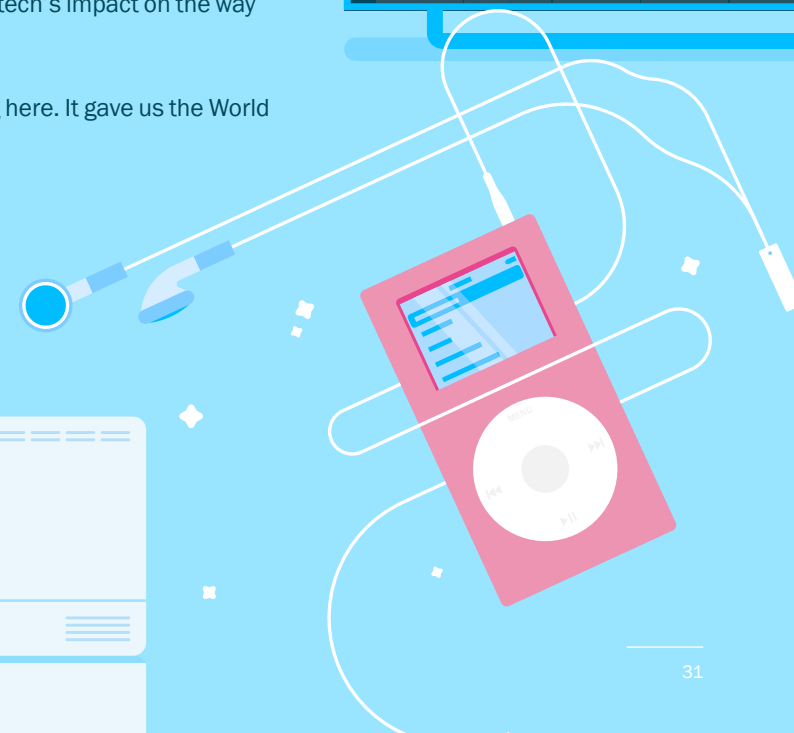
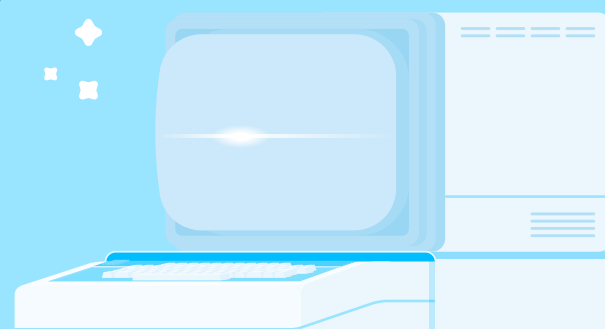


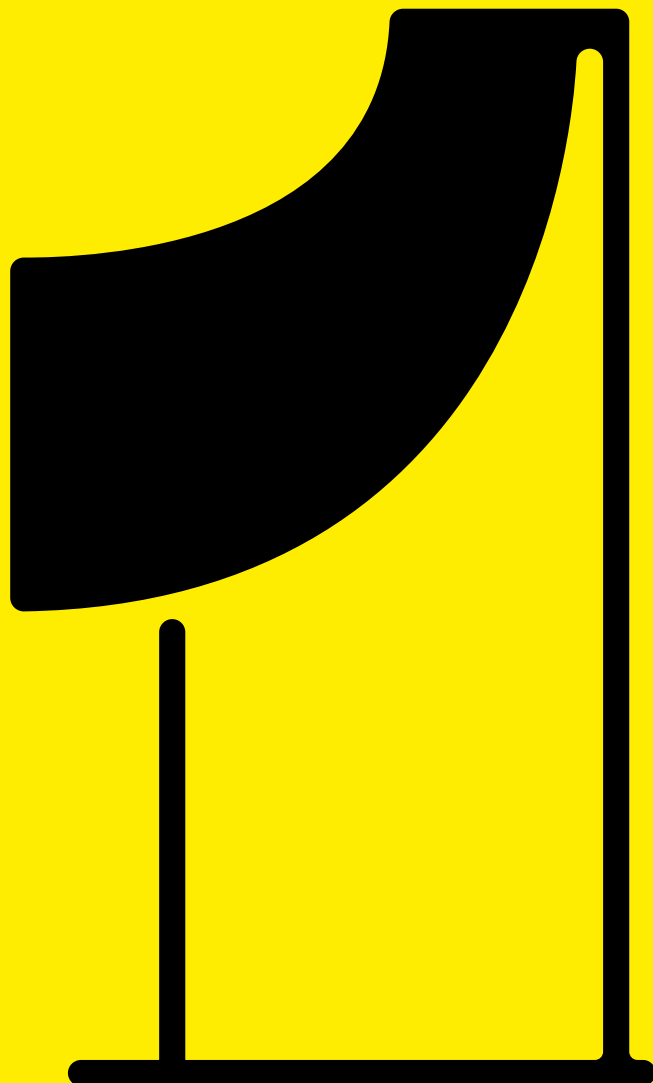
40 HERO MOMENTS

BRING ON THE ENTERTAINMENT

And let's not forget all the FUN technology has enabled. Whether we're using Spotify to get the soundtrack to our day (and listening to it on the iPod), reading our favourite books on the Kindle or living our best lives on a Sunday with Netflix and RuPaul, there's no end to tech's impact on the way we're living today.

And guys, let's not forget the most important thing here. It gave us the World Wide Web – and that gave us the cat memes.





MAN

Nick Beaumont

BRIEF

*Create a series of posters
championing technology
in the current climate*

MINUTE

GO!

...

...

30 seconds left

...

...

15 seconds left

...

...

And time.

OK ZOOMER

This is a quick spec ad for Zoom.

It plays on the internet idiom 'ok boomer',
highlighting technology's role in keeping
the elderly connected.

*Nick is a part of the editorial team here at Harvard and has been
recognised for his creative work on Bank of Creativity's One Minute
Briefs (OMBs). He has 14 wins under his belt, and was a recent
short lister for the MS Trust's #getsonyournerves campaign.*

THANKS



HARVARD: