

The Hope&Glory Client Service Promise

At Hope&Glory we believe that the best client-agency relationships are true partnerships, characterised by shared ambitions, mutual respect and a proper understanding.

Our service promise sets out what you can expect from us. And it sets out and what we require from you as our client for a sustained, successful and mutually fulfilling relationship.



What you can expect from us ...

- Although we understand that you are buying our services and we are technically your supplier, we believe working together in partnership yields the best results
- We will always bring our “best selves” to a project or a brief
- We will deliver timely responses to briefs based on best advice, our insights, our experience, strategic thinking and creative execution. They will always be within budget
- We will invest time (at our cost, not yours) getting to know your business and your sector so we are truly well-informed
- We will always be cognisant of the priorities and the culture of your organisation and will never seek to impede or disrupt business activity
- Our job is to offer counsel so please trust that we would not make a recommendation without having considered it very carefully first
- We will not present ideas to you that we haven’t first tested to check they are feasible. We might run them past media, influencers or markets to ensure there is an appetite for them
- We will push back where and when we believe it is right to do so, although we will also be empathetic to internal pressures and demands
- We will always endeavour to deliver work on or before deadlines which is “right first time”
- We will always innovate and challenge convention to come up with the best and bravest ideas



- We are very happy to work alongside your other marketing agencies although the best ideas come from being involved fully from the start, rather than being asked to “amplify” an existing idea
- We will always build in ample time for you to comment on ideas and copy
- We believe in pace and will always endeavour to work fast but without ever sacrificing quality. We will be open and honest if we believe timescales can’t be met
- We believe in setting KPIs and being accountable. Please trust that we will always be ambitious on your behalf yet at the same time as realistic as we can be
- If things go wrong, we will tell you and then we will focus our energies on coming up with viable solutions (not apportioning blame)
- We will treat your money and budgets as if it were our own and won’t be wasteful
- We will help you communicate the value of PR activity to your wider, internal audiences
- We work hard to recruit and retain talented members of our team. Our low rates of attrition mean your team will largely remain YOUR team and changes are rare. That said, people do move on sometimes and we will always be very open with you when that happens
- We appreciate that we are ambassadors for the PR and Comms function within your team and will always act professionally and courteously
- We will regularly assess our performance and ask you for frank feedback on how we can continuously improve



And what we expect from you ...

- Please treat us as a partner and not simply a supplier. We appreciate we need to gain your trust and respect but firmly believe we can do better work for you if we work in partnership
- It helps us enormously if your expectations are clearly articulated and set out at the start of a project – and then kept consistent as far as is possible. A comprehensive brief with clear objectives enables us to come up with the right ideas and activity
- Sharing the budget, however small or large, helps us tailor ideas more appropriately
- It's helpful to be given “reasonable” timescales – days rather than hours or weeks rather than days. Whilst we can work fast when the business requires it ideas often benefit from being given time to percolate and breathe
- The best relationships are based on trust and we ask that you trust our judgement, instinct and expertise
- Be free and frank with your feedback as the clearer it is, the better the final response
- It's enormously helpful if you can educate your marketing colleagues about what PR can and can't do. Or we can brief them together – it sets realistic expectations on all sides
- We need you to make yourself available for signing off copy, ideas or materials. We will always endeavour to build in plenty of time for an approval process but appreciate some flexibility on occasion
- When required to work on an integrated response, it's very helpful to us if we can have sight of the brief at the same time as your other agencies



- We are only as good as the information we are privy to. Please share any insights, data or information that will enable us to be better informed about your business so we can respond with brilliant ideas that are right for your brand
 - If there are changes happening within your business that might impact Communications or PR activity, it's useful to have a heads-up as early as possible
 - Please introduce us to the key stakeholders in your business who can help us have a deeper understanding of your business so our ideas are spot on
 - Please appreciate that our time is a finite, measurable resource and while we will always go the “extra mile” additional requests may incur additional costs and expense
 - Please treat the agency team as if they were members of your own internal team. We will always remain courteous towards you and we'd expect your team to behave the same way towards us
 - If we need to raise our game, please let us know. We will regularly ask you about our performance and frank feedback is always appreciated
 - If we're doing a good job, please tell us. Praise doesn't breed complacency. Quite the opposite, it spurs the team to do an even better job. A “thank you” goes a long way
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