

PRESS RELEASE

PAUL HAMMERSLEY LAUNCHES HARBOUR — A NEW VOICE FOR INDEPENDENT AGENCIES WITH GEORGE & DRAGON, GOODSTUFF AND OLIVER AMONG FOUNDER MEMBERS

UNDER EMBARGO UNTIL 21 JUNE 2017

Paul Hammersley, the former chief executive of DDB and Cheil, this week unveils a new agency collective that will help independent agencies to “level the playing field with the larger agency groups and achieve top and bottom line growth”.

The new venture, called Harbour, will be based in London and aims to offer independent agencies new routes to market and new ways of servicing their clients. It will help independent specialist agencies compete against the big advertising holding companies, pitching and working together as well as aggregating buying power for support services and sharing professional advice in key areas like finance and HR.

Paul Hammersley says: *“Harbour will combine the best of both specialist expertise and integration across best in class agencies who are managed and operated by their owners and who have actively chosen to be part of Harbour and to partner with each other.”*

Harbour’s founder members are:

DAC

Digital media, search and geo locational services

GEORGE & DRAGON

Advertising agency combining proven experience with the best new talent

GOODSTUFF

Media agency known for its creative and entrepreneurial approach

JUST SO

Integrated creative and film production company

OLIVER

Fast-growing builder of dedicated agencies inside clients

SCRAMBLE

Sound and vision for the multi-platform world

Harbour is also in discussions with agencies in other fields with the aim of further widening and deepening its range of specialist capabilities in the coming months.

Andrew Stephens, co-founder at Goodstuff, says: *"Independent agencies have never been more relevant or in demand. Harbour underscores our commitment to servicing clients in interesting and original ways."*

Nick Hurrell, managing partner at George & Dragon, says: *"Clients will surely like this. We are deliberately set up to avoid the bad habits of the big agencies and networks. This group of agencies has a mutual interest in doing the same."*

Paul Bainsfair, director general at the IPA, welcomes the Harbour offer: *"Independent agencies have always found ways to thrive in the UK, Harbour looks like a powerful way to help them to enjoy the benefits of scale in today's increasingly tough environment."*

Kenny Jacobs, CMO at Ryanair, says: *"Harbour represents a great way to help level the playing field between the independent agency sector and the big networks. That's good for clients as it widens and improves our agency options."*

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