Fighting the daily share battle with ideas that win

We hit harder

We help our clients fight the daily share battle with ideas that win. By swinging hard and fighting smart, we stay laser-focused on the most important part of the equation: the idea. Nothing beats a good one. And every day, we come to work and think more of them into existence to help our clients dominate the noisiest of categories.

They're ideas based on hard-won consumer and cultural insights. Ideas that move people emotionally and have teeth. Ideas, in other words, that win.

How it's done

We've built our business helping marketers build their businesses in the toughest situations.

How do we do it? We're fully integrated from the jump, embedding brand strategy, comms planning, media, and technology into customer-journey development and the entire creative process. This allows us to solve problems faster and deliver modern cross-functional solutions.

The results aren't soft metrics. They're real, and they're economically dramatic. They prove that we literally give our clients more for their money. And when you're fighting a daily share battle in the noisiest categories, you deserve nothing less.

Happy customers

The people. That's what we're all about. And here, those people happen to be curious, tenacious, and scrappy thinkers. And we encourage them to explore and wander intellectually.

Why? Because creating work that wins the daily share battle requires out-of-the-box thinking that can only come from diverse collaboration and real-world experience.

Who we are

BOSTON, MA [HQ] NEW YORK, NY

18th largest full-service U.S. agency

450 employees 51 years young

Forrester® Wave: Lead agency strong performer

Wholly owned by Interpublic Group

Contact:
Austin Gardner-Smith; SVP, Growth | 617-366-4517 | Austin.GardnerSmith@hhcc.com