



# Client Disclosure Report

# Letter of intent.

Everything we do at Hallam is centred on the idea of thriving – whether that’s helping our clients’ businesses succeed or improving the health and wellness of our employees. And for us, this idea of thriving extends to the natural world too. We believe it’s possible to [meet the needs of all people within the means of the living planet.](#)

Unfortunately, humanity’s actions over the past 200 years have brought us to the point of climate breakdown and ecological collapse. The science is irrefutable – we are in the midst of a climate emergency.

This knowledge must now drive the choices we make in how we work, who we work with and the work we deliver.

We believe that [businesses have a key role](#) to play in creating a world that is fair, equitable and sustainable. And it is our ambition to be part of the solution – to ensure a future where all of us can thrive.

To that end, we're publishing our first client disclosure report, being transparent about the industries our revenue comes from.



# Letter of intent.

We're at the beginning of our journey and know we have things to improve but we're committed to reducing the revenue we receive from problematic industries over the course of the year.

Values aren't something you write on a wall. They are what we demonstrate every day through the actions we take. And we want Hallam to be an agency that helps purpose-driven brands thrive online: finding their audience, telling their story and growing their businesses.

Signed,

A handwritten signature in black ink, appearing to read 'Julio Taylor', with a stylized, overlapping flourish at the end.

**Julio Taylor**

A handwritten signature in black ink, appearing to read 'Jake Third', written in a cursive, flowing style.

**Jake Third**



# Climate Conflicts

Sector	% Percentage
Aviation	0%
Plastics	0%
Trucking & Shipping	0%
Non-Renewables (Coal, Oil, Natural Gas)	3.5%
Iron, Aluminium & Steel Manufacturing	1%
Chemicals & Petrochemicals	0%
Other:	0%
<b>Total</b>	<b>4.5%</b>



# Business Revenue by Sector

<b>Sector</b>	<b>% Percentage</b>
Healthcare	2%
Finance & Banking	8%
Manufacturing	20%
Energy	3%
Professional Services	2%
Online Retail	35%
Technology (inc Software)	12%
B2B (other)	8%
B2C (other)	10%
<b>Total</b>	<b>100%</b>



# Controversial Clients

<b>Business</b>	<b>% Percentage</b>
Arms	0%
Tobacco	0%
Religion	0%
Gambling	0%
Debt	0%
Pornography	0%
<b>Total</b>	<b>0%</b>



# Ten Largest Clients / Briefs by Income

1	Delivering performance marketing campaigns for a leading online watch retailer
2	Integrated marketing campaigns for a well known household brand to generate enquiries
3	Partnering with a catering company to increase their ecommerce sales
4	Supporting a large company to increase sales through their website
5	Delivering integrating marketing services for a self storage company
6	Increasing online sales for a manufacturer of smokeless fuel
7	Delivering integrated search marketing services for a software as a service company
8	Delivering a new brand, website, and digital marketing for an IT support company
9	Delivering integrated marketing services for a technology company
10	Built and maintained an ecommerce website for a tools company

