



# Discount Policy

**Fairness with intent. Support without compromise.**

**Effective date:** February 2026

**Review cycle:** Biannual

**Approved by:** Director of Harrison Brands Ltd

**HARRISON**  
**BRANDS**

## Discount Policy

### High Level Summary

We believe access to good work should not depend solely on ability to pay.

We therefore offer discounts or pro bono work to support a limited number of communities and charities.

# 1. Policy purpose

This policy sets out how Harrison Brands Ltd approaches discounted and free work.

Discounts are not a pricing tactic. They are a conscious decision to support communities and initiatives that align with our purpose, without undermining fairness, accountability, or the quality of our work.

This policy is public facing to ensure transparency and to set clear expectations.

## 2. Principles

Harrison Brands applies the following principles when offering discounts:

- Discounts are used to support positive social impact, not to secure work
- Discounts are offered with intent, not guilt or pressure
- Discounted work must meet the same standards as full fee work
- Fairness to staff, collaborators, and the business is essential
- Discounts must never compromise truth, quality, or accountability

### 3. Primary purpose of discounts

The primary purpose of discounts is to support:

- Community, grassroots, or charitable initiatives
- Underserved individuals or groups within communities

In some cases, Harrison Brands may also support early stage, purpose led businesses where there is a clear social benefit and alignment with our values.

Harrison Brands also undertakes pro bono work for registered charities. Details of this work are reported transparently in the Truth Report.

## 4. Eligibility

Discounts or pro bono work may be considered for:

- Registered charities
- Early stage purpose led businesses
- Community groups or informal collectives

Discounts are not offered to:

- Non profits or CICs
- Social enterprises
- B Corps or B Corp pending organisations

Eligibility alone does not guarantee a discount.

## 5. Decision making and review

All discounts are discretionary.

Decisions are made through shared discussion within Harrison Brands and reviewed periodically.

Discounts are offered sparingly and proportionately. There is no automatic entitlement to discounted rates.

The scale and duration of any discount are determined on a case by case basis, taking into account:

- Alignment with purpose
- Nature of the work
- Capacity of the business

## 6. Expectations and conditions

Discounted work is subject to the same expectations, standards, and responsibilities as full fee work.

Discounts:

- Are not a substitute for impact, accountability, or delivery
- Do not change the scope, timelines, or quality of work
- May be withdrawn if values or behaviour become misaligned

## 7. What discounts are not

Discounts are not:

- Offered in exchange for publicity, endorsements, or logos
- Used to compensate for inadequate budgets or unrealistic timelines
- Used to win work that fundamentally misaligns with Harrison Brands' values

## 8. Related policies

This policy should be read alongside:

- Purpose and Stakeholder Governance Policy
- Client Selection and Refusal Principles
- Social and Environmental Incentives Policy

## Truth matters

Harrison Brands believes that fairness includes knowing when to say yes and when to say no.

We offer discounts with care, clarity, and integrity, ensuring that support for communities does not come at the expense of truth or quality.

**Harrison Brands** recognises that its influence extends beyond its own operations and seeks to contribute positively to wider systems through advocacy, collaboration, and responsible client work.

Through collaboration and authenticity, we uncover the real stories behind brands, crafting narratives that inspire action and create meaningful impact.

We aim to be a force for good, using our expertise to drive honest change and help build a better future for all.

[harrisonbrands.com](https://harrisonbrands.com)

Artificial intelligence was used to support the drafting of this policy. All content has been subject to substantial human input, critical analysis, and editorial judgement. All data, positions, and statements contained within this policy are truthful to the best of our knowledge and have been reviewed and approved by the Director of Harrison Brands Ltd.



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