

Helping think,
create, deliver
advantage.

About us

Intelligent and experienced.

Hildebrand is a well-established business founded in 1986 as a creative agency and has a reputation for innovation, quality and reliability. In recent years we have grown considerably adding to these virtues new strengths.

In January of 2005, Joshua Cooper and Clive Eisen purchased Hildebrand to round out the team and augment Hildebrand's heritage with world class expertise in Internet technologies.

Hildebrand has deep understanding and experience in the key areas of creativity, technology, operations and strategy that allows it to deliver high quality solutions in complex environments.

+ 1986

Founded by Jan Hildebrand

+ 1998

Interactive design division created

+ 2005

Technology division created

Hildebrand provides creative and technology consulting for service organisations.

We combine innovative technology with real-world experience turning complex problems into a source of competitive advantage.

Our people

Joshua Cooper CEO

Joshua joined Hildebrand from Boltblue, the UK's largest mobile portal, where he was the Founder, CTO and VP of Product Development.

Under his leadership, Boltblue grew at an unprecedented speed, culminating in over 7 million registered users, 60 million page impressions per month, and ground breaking product offerings in the mobile arena.

With over 13 years of experience in software development, Joshua is well known for his expertise in Internet technologies. Prior to Boltblue, he was involved with two start-up firms in the United States (Infominers.com and Flow Management Technologies), working in the data warehousing and process management industries and a team lead for software development at Nortel Networks.

Joshua holds a BSc in Biomedical Engineering from Rensselaer in New York USA.

Clive Eisen CTO

Most recently Clive was the Head of Technical Operations at lastminute.com where he managed the technology platform through their initial public offering. Clive lent his practical management style to implement numerous efficiencies in the lastminute.com offering, including design and construction of their weekly newsletter system.

As CTO, Clive is directly responsible for the operations and software development staff tasked with managing the roll-out of Hildebrand products and services.

Clive has a professional history in the travel technology sector working 14 years at Travel 2 where he successfully worked his way up to the position of IT Director.

Clive holds a BSc Computers and Cybernetics degree from Kent and Canterbury University.

Our people

Mark Sharratt Head of Technology

Mark heads the development team at Hildebrand, coordinating the programming and software development tasks. Mark also takes an active role in architecture and messaging engines. Previously Mark was responsible for the call centre management products at Orbis Technology and senior developer at Boltblu.

Mark has done many of the firsts in mobile technology; the first person to develop a commercial enhanced messaging (EMS) system; the first implementer of Vodafone's mPay secure mobile payment system and; the core technology behind the first voice to SMS transcription service to name a few.

After graduation Mark worked at IPL in Bath working on a variety of telecoms applications, notably an SS7 network monitoring platform and call tracing application and O2's network fault monitoring systems.

Mark graduated from Bath University with a Masters Degree in Electronic and Communications Engineering.

What we do

We Think. We Create. We Deliver.

When it comes to gaining the competitive advantage, you need a partner that can propel your company forward.

Hildebrand combines innovative technology with real-world experience turning complex problems into a source of competitive advantage.

Our intelligent and experienced people take your ideas to realisation using our trusted think, create and deliver approach. We enjoy questioning an existing approach, how can it be expressed better, delivered smarter.

Think

Get ahead of your competitors
with the right thinking

We get the thinking right before even discussing the tactics. That means understanding what you do and how you go about it. We're used to people coming to us with an idea, not sure how it may work. We love challenges!

Capabilities

Digital branding
Advanced product design
Technology consulting
Mobile marketing strategy
Information architecture strategy

Create

We design and develop
distinctive solutions

We understand your objectives, creating a detailed functional requirements plan.
Our solutions help your brand stand out from the crowd.

Capabilities

Mobile campaigns
Viral marketing
IPTV development
Custom applications
Intuitive design

Deliver

Architecture, build, deployment and maintenance for high performance systems

Whether mobile, CRM, IPTV or custom-built CMS, running these applications is a specialism in itself. Hildebrand creates best-in-class environments to keep your business running, day-in and day-out.

Capabilities

- Custom Auto Build
- Custom application development
- Custom hosting
- Sophisticated system monitoring
- High Availability Clusters
- Database management & Backup

Our work

Shoreditch Trust Shoreditch TV



Background

The Shoreditch Trust had challenging objectives: eliminate digital exclusion, increase community engagement, enable local democracy and remove barriers between the emergency services (particularly the police) and the community.

Solution

Developed unique PC on TV solution, IPTV with underlying Content Management System and interactive elements. Operate a WiFi and CCTV camera network that has real-time feeds into residents' homes. Operation of the service on behalf of Video Networks and Digital bridge on a 24 / 7 basis.

Result

Shoreditch TV is 12 weeks into launch with 250 out of a possible 1000 households taking up the service. All European funding goals have been met. Tony Blair has endorsed the service as an example of best practice. Partners – ITN and Video Networks.



Our work

Visit Britain Viral game



Background

Optimise traffic to short breaks, gay and youth Campaign websites by creating an exciting and compelling viral game. Secondary goal: increase the opportunity for data capture.

Solution

Hildebrand created a viral pinball game which featured key UK icons including The London Eye, Angel of the North, Hadrian's Wall and Edinburgh Castle.

Result

The game was deployed in 15 languages, 13 markets. Upon completion, the player can enter a prize draw and forward the game to three friends, increasing their own chance of winning. 38,000 unique registrations from the game.



Our work

Carling World Cup Mobile promotion



Background

The aim of this promotion was to underline Carling's association with football and emphasise Carling's position as the lager for the 'Real Fan'.

Solution

Launched on 25 million cans, 1.3 million bottles and 4 million on-trade gamecards, the player texted a unique code to receive a World Cup match forecast with a monetary value from £5–£50.

Result

Received over 1 million SMS entries, charged at 25p plus standard text charge. Received 77k messages on the 9th and 10th June alone when the World Cup started! Uplift in entries just before and after England matches



Our work

Natural History Museum Photographer of the year website



Background

Now in its forty-second year, the Shell Wildlife Photographer of the Year competition showcases the most striking and original nature photography in the year. The brief was to create a design system for the competition that embraced the theme for the year, whilst achieving standout as part of the larger site.

Solution

Hildebrand created a design system with longevity built-in, referenced colours plus imagery could be changed to provide a new look and feel without rebuilding the site. The back office system allows management of user generated content including a visitors vote and comments sections.

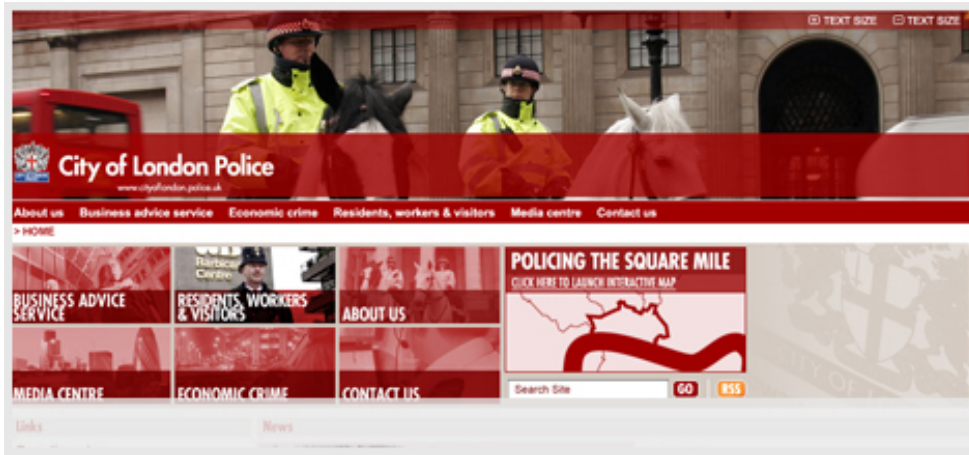
Result

In conjunction with the BBC Wildlife magazine, the site stands apart from the rest of the parent site allowing the user to focus on the photography and review the images without attending the gallery itself.



Our work

City of London Police Website



Background

With Police forces across the UK being consolidated, the City of London Police has positioned itself as the leading force in Anti-terrorism and Economic crime.

Solution

Hildebrand conducted brand research throughout the organisation to find the truths in the brand story. This translated to a detailed Information Architecture and design system.

Result

The Rolls-Royce of Police websites. The new design is targeted to the unique audience and engages visitors at all levels within deep content via an interactive City map.



Our work

BT Openreach Business Communication



Background

The creation of Openreach by the BT Group is the result of ground-breaking Undertakings with Ofcom. Serving the entire UK telecommunications industry with fair and equal access to the local access and backhaul networks requires the entire workforce to be guardians of a national asset.

Solution

Hildebrand created a sustained eight week SMS and push-to-listen service with a time delay broadcast ensuring the call platform was available 100% to all employees. Detailed analysis and reporting of CLI data informed the text and message content for the following campaign.

Result

Previous activities resulted in a low engagement. By creating the mechanic for employees to listen asynchronously to the announcement, the number of employees accessing the service increased tremendously.



Contact

How can we help **you?**

Whether you'd like to meet us to talk about an idea, invite us to a pitch or like to talk about partnering with us, we'd love to hear from you.

London office

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+ Contacts

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+ create@hildebrand.co.uk creative and experience thoughts

+ deliver@hildebrand.co.uk technical and operational enquiries

Finding us

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Contact details

+ 44(0)20 7486 1020 - switchboard



Closest train stations 

- Bond Street** Central & Jubilee Lines (5 mins)
- Oxford Circus** Bakerloo, Central and Victoria Lines (10 mins)
- Baker Street** Bakerloo, Circle, Hammersmith & City, Jubilee and Metropolitan Lines (10 mins)
- Marylebone** Bakerloo and Mainline services (12 mins)

Bus

Routes 2, 30, 74 – Marylebone High Street

Car parking

NCP Multistory, 74-77 Welbeck St 0870 242 7144, open Mon-Sun 24 Hours

