WHAT MAKES A



GIVE ENOUGH TIME AND RESOURCES

Great clients give enough time for the agency to deliver against their objectives. They provide them with the necessary resources to deliver great work.

ARE RESPECTFUL AND COLLABORATIVE

Great clients act with consideration and show respect – to the agency team, to the work, to the process.

PROVIDE CLEAR DIRECTION

Great clients give clear and consistent direction to the agency on business challenges. They invest time upfront and use the agency resources wisely.

ARE RISK TAKERS

Great clients are open to innovative ideas and critical thinking and let their agencies push them. They take calculated risks.

ARE DEMANDING OF OTHERS AND THEMSELVES

Great clients set realistic but high expectations.

They define success clearly and ensure everyone is focused on driving business results. More importantly, they lead by example.

PROVIDE CONSTRUCTIVE FEEDBACK

Great clients are fair, realistic and realize that they get what they pay for. They provide constructive, clear, consolidated and timely feedback and rationalize their decisions.

COMMUNICATE PROACTIVELY

Great clients communicate often, share relevant information and make themselves accessible to their agency partners. They involve the agency early on.

INSPIRE OTHERS

Great clients motivate others by inspiring them and making them feel valued and appreciated.

CHAMPION IDEAS AND ARE ACCOUNTABLE

Great clients stand behind the work, and feel mutually accountable for it. They champion big ideas and help bring them to life.

TAKE PERSONAL RESPONSIBILITY

Great clients understand their role in making the relationship successful. They are willing to listen and take action resulting from the agency's feedback.

ARE APPRECIATIVE AND SUPPORTIVE

Great clients acknowledge great work and celebrate talent which in turn contributes to talent retention and ultimately better work.



