



Key Trends



The Ultimate

ARTICLE ARCHIVE



15

Agency Strategy & Management



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- What successful companies and their marketing organizations are putting into practice?
Article : Top 10 Best Practices
- How is automation changing how advertisers manage agencies?
Article : Stop Wasting Your Time
- How much risk brand advertisers are willing to take with their agency partners, and what impact it has on their overall performance?
Article : What's Your Risk Profile?
- How must CMOs build the right Agency Management competencies?
Article : Agency Management: The New CMO Imperative
- What actions should marketers take to turn agencies into valuable resources and effective collaborators?
Article : Mastering Agency Relationships
- How should advertisers define expertise when securing it from agency partners?
Article : Expertise Deciphered
- Why off the shelf software agency management solutions fall short of meeting the needs of advertisers?
Article : Why Are Advertisers Rapidly Shifting to Custom Software for Managing Agency Partnerships?
- How can advertisers run effective Agency QBRs?
Article : Ready to Jump?
- Why should advertisers pursue an integrated approach to managing agency partnerships and resources?
Article : Run Forrest, Run.
- What should advertisers do to improve transparency and avoid costly mistakes?
Article : Lessons Learned from the Samsung Debacle
- How can advertisers achieve partnership excellence?
Article : Partnership for Success... and Survival
- What are the 4 ways advertisers can implement the right agency model?
Article : The Blind Men and the Elephant
- How in-house and external agencies can not only coexist but thrive together?
Article : In-house Agencies: Are We Alone Together?
- How business partnerships and team collaboration must evolve to overcome a wide range of new and complex business challenges between brands and agencies.
Article : When chaos calls, will your partnership thrive or dive?
- When brand advertisers ask better questions about their work relationship with agencies, performance soars and the partnership strengthens.
Article : Looking for better relationships? Ask better questions.



06

Agency Search

- What are smarter ways for advertisers and agencies to conduct agency reviews?
Article : Ending the Traditional Pitch Mania
- What is changing the nature of agency searches according to top search consultants?
Article : Still Searching
- What are the four ways brands can overcome their growing talent shortage?
Article : Marketing's Got Talent
- Should advertisers hire specialty agencies focused on voice marketing?
Article : "Alexa, should I have a voice marketing AOR?"
- The highly debated value of agency award shows and the question of advertiser participation.
Article : Agency Awards
- Will your account be in review in 2022? Let's look back at 2021 roster changes, what we learned from them, and what it means to you—as a client or an agency—in the year ahead.
Article : 2022 Reviews



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02



Training & Onboarding

- How training and onboarding significantly improve client/agency engagement and drive efficiencies?

Article : [The New Efficiency Frontier: Online Agency Onboarding](#)

- How eTraining programs contribute to more efficient agency onboarding and productivity gains?

Article : [Building Stronger Partnerships with eTraining](#)

03



Roster Management

- How can advertisers simplify roster management without significantly shrinking the number of agencies they work with?

Article : [Less is More. More or Less.](#)

- How can brands operationalize their agency strategy to enable thriving partnerships?

Article : [Aligning Your Roster to Your Model](#)

- Is your preferred partner program painful or prosperous?

Article : [P3 Program](#)

05



Planning/SOW

- What are the five key principles to making most effective use of agency talent?

Article : [Who Killed The Timesheet?](#)

- What are the 5 common SOW traps brands should avoid?

Article : [Avoiding Deadly Scope of Work Traps](#)

- How savvy advertisers make effective use of retainer fees without getting burned?

Article : [Your Agency Fees Are Burning Too Fast. Now What?](#)

- How should advertisers prioritize getting better work and more value from their agencies at every stage of their fiscal calendar?

Article : [The Ultimate Payoff](#)

- What are the five ways advertisers can improve their SOWs?

Article : [Can Your Relationship Handle the IKEA Meltdown?](#)

04

Compensation



- What are deliverable-first models, and why are they on the rise?
Article : The Rise of Deliverable-first Models
- How should advertisers approach payment terms with agencies?
Article : When Not Doing It Right Is Wrong
- Why cutting agency fees can be disastrous?
Article : You Can't Shrink Your Way to Greatness
- What modern techniques can brands leverage to evaluate agency pricing and productively negotiate?
Article : How to Manage Effective Agency Negotiations



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Relationship Building



- What brands should practice to build lasting partnerships?
Article : Confessions of an Ex-Client
- How can brands build agency relationships that produce outstanding work and value?
Article : What do great CMOs have in common?
- How should advertisers and agencies improve how their relationships?
Article : I love you. I love you not.
- What misconceptions about agencies should advertisers unlearn to rebuild stronger partnerships?
Article : Riding a Backwards Bicycle
- Why advertisers must do differently when working with their agencies?
Article : The New CMO Challenge: from managing vendors to enabling strong agency partnerships
- What are the qualities advertisers must exhibit to build productive and long lasting partnerships?
Article : "L'amour est-il mort?" ("Is Love Dead?")
- How to make the "marriage" of a new client/agency relationship last.
Article : Make the Marriage Last
- How relationship longevity contributes to quantifiable value for brand advertisers?
Article : The Hidden Gem
- What are the six questions every CMO should ask about the way they manage their agency partnerships?
Article : What Should You Ask Yourself and Your Organization?
- What great clients do to turn their agencies into powerful growth engines?
Article : What Will Make You a Kick-Ass Client
- How do advertisers build strong partnerships with their agencies?
Article : What do great CMOs have in common?
- What are the seven secrets behind the world's most successful client/agency relationship?
Article : Here's to the crazy ones. The round pegs in the square holes.
- What advertisers should do to protect their investment in valuable agency relationships during difficult times?
Article : Successfully Managing Agency Partnerships in Tumultuous Times
- What are five proven ways to earn trust in client/agency relationships?
Article : Trust Me (no, really!)
- What are the five ways for advertisers and their agencies to overcome common relationship struggles?
Article : Give Me Space
- What actions can brands take to drive mutual accountability and set agencies up for success?
Article : The Chicken and the Egg Dilemma
- Three major roadblocks to highly effective marketing and collaborative client/agency partnerships... and why brand advertisers should talk about them.
Article : We Don't Talk About... No, No, No!



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02

Briefing



- What are the 20 ways advertisers can improve agency briefs?
Article : Make The Logo Bigger!
- What are the five principles brands should follow to improve briefing?
Article : Are Your Briefs Tight Enough?

10

Engagement & Collaboration



- What are the most common mistakes advertisers make with their agencies and what to do about it?
Article : How to Drive Your Agency Crazy
- What are the four essential laws to ensure optimal alignment with agency partners?
Article : The Science of Love
- What should brands consider to overcome a difficult economic climate?
Article : A SEA of Change is Coming
- What advertisers should do to improve their collaboration with agencies?
Article : We Deserve Better!
- What are the most common mistakes agencies make with their clients and what to do about it?
Article : How to Drive Your Client Mad
- What new means of collaboration and partnerships are possible, when they are powered by data?
Article : Are You a Double Agent?
- What brands should do to align with their agencies?
Article : How to Avoid a Deadly Mexican Standoff with Your Agency
- Why should advertisers embrace process automation?
Article : Turning Agencies into Growth Agents
- Four lessons to build strong partnerships.
Article : Are you Gambling with your Agency Partners?

10

Agency/Client Evaluations



- How can brands make their client/agency evaluations more actionable?
Article : Sixty percent of the time, it works every time.
- How can brands improve their client/agency evaluations?
Article : The 8 Critical Obstacles
- How should brands decide whether to outsource or not their agency evaluations?
Article : "Do you like to do it yourself? How is the mood striking you now?"
- How do you set up a multi-dimensional organized approach to providing and receiving feedback and build better partnerships?
Article : The Organized Feedback Framework
- How can advertisers avoid an excessive wave of agency reviews?
Article : Is the Grass Greener on the Other Side of the Fence?
- How should advertisers spot the early signs of troubled relationships?
Article : Reading the Early Signs of Trouble
- How must advertisers evaluate their partnership to strengthen them?
Article : Built to Last
- How can brands reduce undesirable surprises and boost long-term client/agency performance by adding real-time feedback to agency evaluations?
Article : If Only I Knew...
- What are the hidden costs and risks of replacing agency partnerships vs. fixing them?
Article : Fixing Before Replacing
- What ageless principles should advertisers follow to give agencies productive feedback and drive meaningful improvements?
Article : How advertisers can give their agencies actionable feedback



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10



KPI/Efficiency Measurement

- How brands manage their marketing budgets and drive fiscal accountability?
Article : Don't work your "non-working" too hard.
- How can advertisers better monitor relationship value and other performance metrics?
Article : No Longer Fly Blind With Your Agencies
- How can brands drive better efficiencies with their agencies?
Article : The best way for advertisers to realize cost efficiencies
- How do brands drive optimal supplier value balancing KPIs?
Article : The Era of Superior Supplier Value
- Should brands set D&I and environment targets for their agencies?
Article : Together, committed to a better world
- How should advertisers drive more effective use of talent, improve performance and ROI?
Article : Rethinking Agency Performance: The Value Index
- Why is reducing waste the new marketing battle front with agencies and what are the most common sources of inefficiencies?
Article : Wasted!
- Why must advertisers systematically reduce costs and eliminate inefficiencies?
Article : The Investment Dilemma
- What healthy client/agency practices should advertisers adopt to stay budget fit?
Article : The Marketing Diet
- What metrics should advertisers use to make effective use of their agency partnerships?
Article : The Right KPIs to Manage Agency Partners

02



Agency Transition

- How to conduct an effective, smooth and expedient agency transition?
Article : How to Handle the Heat of Agency Transitions
- What issues may lead to a painful breakup unless a client is committed to feedback?
Article : The Breakup: A confidential letter



Key Trends

- What should brands learn from 2019?
Article : A Look Back: Agency Management in 2019. And what it means to us in 2020
- What are the eight CMO expectations that will impact agency partnerships in 2020?
Article : Advertisers and Agencies: Are You Ready For 2020?
- What should brands anticipate as a result of the COVID crisis?
Article : The Domino Effect: Bracing for Impact
- How can clients and agencies avoid the heightened risk of relationships failing during the stormy pandemic crisis?
Article : Save Your Agency-Client Relationships from Drowning in The Pandemic Sea
- What radical changes should advertisers expect in a post-COVID world?
Article : Predictions for a New (Partnership) World Order
- How will AI improve the way we produce advertising and impact relationships?
Article : The Future of AI
- What should advertisers expect as a result of the tensions experienced by clients and agencies in 2021 amid COVID?
Article : Partnership in 2021: An Inconvenient Truth
- How will the exceptional progress of Agency Holding Companies impact brand advertisers in the future?
Article : The Strength of Agency Holding Companies
- What are the trends and major themes that will impact 2023?
Article : Year in Review and 2023 Trends