## THE DNA OF A SUCCESSFUL PARTNERSHIP

The most common ingredients found in successful partnerships between brand advertisers and their agency partners.



## PROVOKING

AND DEMANDING

Expect More, Get More: Strong bonds are forged by clients and agencies that set high expectations. ADAPTIVE AND RESPONSIVE

> Culture Fit Matters: Effective collaboration occurs when partners align for cohesive workflows.

RECIPROCAL PASSION AND CHEMISTRY

A Healthy Foundation: Shared passion of purpose establishes strength in partnerships under pressure. TRUST AND TRANSPARENCY

> *In Good Will:* Full transparency leads to trust earned over time, translating to outstanding performance outcomes.

NONCONFORMIST AND CRITICAL THINKING

Challenge the Status Quo: Partnerships thrive on critical thinking, embracing innovative ideas, and pushing boundaries. EXPERTISE AND EXECUTIONAL EXCELLENCE

Strive for

Impeccable

Exceptional work

Execution:

is produced

when both the

client and their

agencies deliver.

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RESOURCEFUL AND INNOVATIVE

Set Yourself Apart: Outstanding work is achieved through the discovery of creative solutions for complex challenges.



Agency Mania Solutions offers automated, SaaS-based solutions, along with a broad array of consulting services, designed to significantly improve the ability of brand advertisers to effectively manage their valuable agency relationships. The outcome is more creative, cost effective, and consistent agency performances.

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