

EXPECT AGENCIES TO
KNOW YOUR BUSINESS
AS WELL AS YOU DO



KEEP INFORMATION TO
YOURSELF



CHANGE YOUR MIND
FREQUENTLY FOR LESS
THAN OBVIOUS REASONS



ASK FOR STRATEGIC
WORK TO BE RUSHED



ASK AGENCIES TO
WRITE THE BRIEF
THEMSELVES



PRETEND TO BE THE
FINAL DECISION MAKER
(BUT ARE NOT!)



JUMP INTO WORK
WITHOUT CLARITY OF
GOALS OR PREPARATION



DO NOT PROVIDE
TIMELY OR ACTIONABLE
FEEDBACK



BE CRITICAL AND NEVER
ACKNOWLEDGE GREAT
WORK



HOW TO DRIVE YOUR AGENCY CRAZY

COMMON MISTAKES MADE
BY ADVERTISERS WITH
THEIR AGENCIES.

CONSISTENTLY
THREATEN TO TAKE YOUR
BUSINESS ELSEWHERE



MAKE FALSE PROMISES
AND UNDER DELIVER



BELIEVE AGENCIES ARE
OVERPAID AND EXPECT
THEM TO OPERATE AT COST



TREAT AGENCIES AS
ORDER TAKERS



BE RARELY AVAILABLE
TO ANSWER QUESTIONS



CONSISTENTLY DROP IN
ON FRIDAY EVENING WITH
MONDAY DEADLINES



DEMAND STRATEGIC,
INNOVATIVE IDEAS BUT
CAN'T AFFORD THEM



ASK THE AGENCY TO HIRE
AHEAD OF REVENUE
WITHOUT COMMITMENT



KICK OFF A REVIEW AT
THE FIRST SIGN OF
CHALLENGES



ASK THE AGENCIES TO
FIGURE OUT HOW THEY
SHOULD WORK TOGETHER



CONSISTENTLY ASK
AGENCIES TO COMPETE ON
WORK AND COLLABORATE



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