

Key Trends



The Ultimate

ARTICLE ARCHIVE



Agency Strategy & Management

- 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 four 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.

- How can you improve the output of client–agency collaboration to drive cost efficiencies and bulletproof your business in turbulent times?

Article : Getting Stuff Done - Better, Faster, Smarter

- Why must CMOs shift their mindset and focus from “Which agencies should I hire?” to “How can I operate to embolden agencies to succeed?” —no matter whom a brand partners with.

Article : A CMO's Wake-up Call: not Who but How



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](#)

- How can brand advertisers find the perfect agency partner?

Article : [Discovering Pearls](#)

- 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](#)



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



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



Planning / SOW

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

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

- What are the five 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](#)

- Is the working to non-working balancing act obsolete and flawed? Why do advertisers still use this formula and what is the right ratio?

Article : [Improve Brand Decisions: Replace working/non-working ratios with deploy & develop allocations](#)



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 Ways to Greatness](#)

- What modern techniques can brands leverage to evaluate agency pricing and productively negotiate?

Article : [How to Manage Effective Agency Negotiations](#)



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 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
- What advertisers must do differently when working with their agencies.
Article : The New CMO Challenge: from managing vendors to enabling strong agency partnerships
- 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!
- What if “AI” meant something more than artificial intelligence? Discover 6 surprising and effective ways this popular abbreviation can improve agency partnerships.
Article : Rethinking ‘AI’ in a Partnership World: Advice for Advertisers and Agencies



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?](#)



Engagement & Collaboration

- What advertisers should do to improve their collaboration with agencies.

Article : [We Deserve Better!](#)

- 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](#)

- What are the five ways brands can improve agency collaboration?

Article : [Lessons in Collaboration from the Human Tower](#)

- 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 are the most common mistakes agencies make with their clients and what to do about it?

Article : [How to Drive Your Client Mad](#)

- What should brands consider to overcome a difficult economic climate?

Article : [A SEA of Change is Coming](#)

- What new means of collaboration and partnership are possible when they are powered by data?

Article : [Are you a Double Agent?](#)

- Four lessons to build strong partnerships.

Article : [Are you Gambling with your Agency Partners?](#)

- Chaos, Complexity and Costs greatest threats to corporate performance.

Article : [Overcome the 3Cs of Partnership Demise](#)

- How can brand advertisers adopt a step-by-step approach to automate, streamline, and enhance their engagement with agencies?

Article : [Unlocking Efficiency](#)



Agency / Client Evaluations

- How can brands make their client/ agency evaluations more actionable?
Article : [Sixty percent of the time, it works every time.](#)
- 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 must advertisers evaluate their partnership to strengthen them?
Article : [Built to Last](#)
- How can brands improve their client/ agency evaluations.
Article : [The 8 Critical Obstacles](#)
- What ageless principles should advertisers follow to give agencies productive feedback and drive meaningful improvements?
Article : [How advertisers can give their agencies actionable feedback](#)
- How can advertisers avoid an excessive wave of agency reviews?
Article : [Is the Grass Greener on the Other Side of the Fence?](#)
- 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...](#)
- How brands should decide when outsourcing their evaluations is the right approach.
Article : [“Do you like to do it yourself? How is the mood striking you now?”](#)
- How should advertisers spot the early signs of troubled relationships?
Article : [Reading the Early Signs of Trouble](#)
- What are the hidden costs and risks of replacing agency partnerships vs. fixing them?
Article : [Fixing Before Replacing](#)
- Report reveals how to prevent astronomical costs of an agency review.
Article : [Hidden Costs of Changing Partners](#)



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

- Should brands set D&I and environment targets for their agencies?

Article : Together, committed to a better world

- How do brands drive optimal supplier value balancing KPIs?

Article : The Era of Superior Supplier Value

- 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

- Engaging and motivating agency partners is more than a numbers game.

Article : Creating Agency KPIs



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 Relationship 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](#)



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