

AGENCY MODELS

KEY CONSIDERATIONS

HOLDING COMPANY
 NETWORK-LED
 FULL SERVICE
 LEAD
 OPEN SOURCE
 IN-HOUSE
 HYBRID

CLIENT COORDINATION EFFORTS

LOW
 LOW
 LOW
 MEDIUM
 HIGH
 HIGH
 MIX

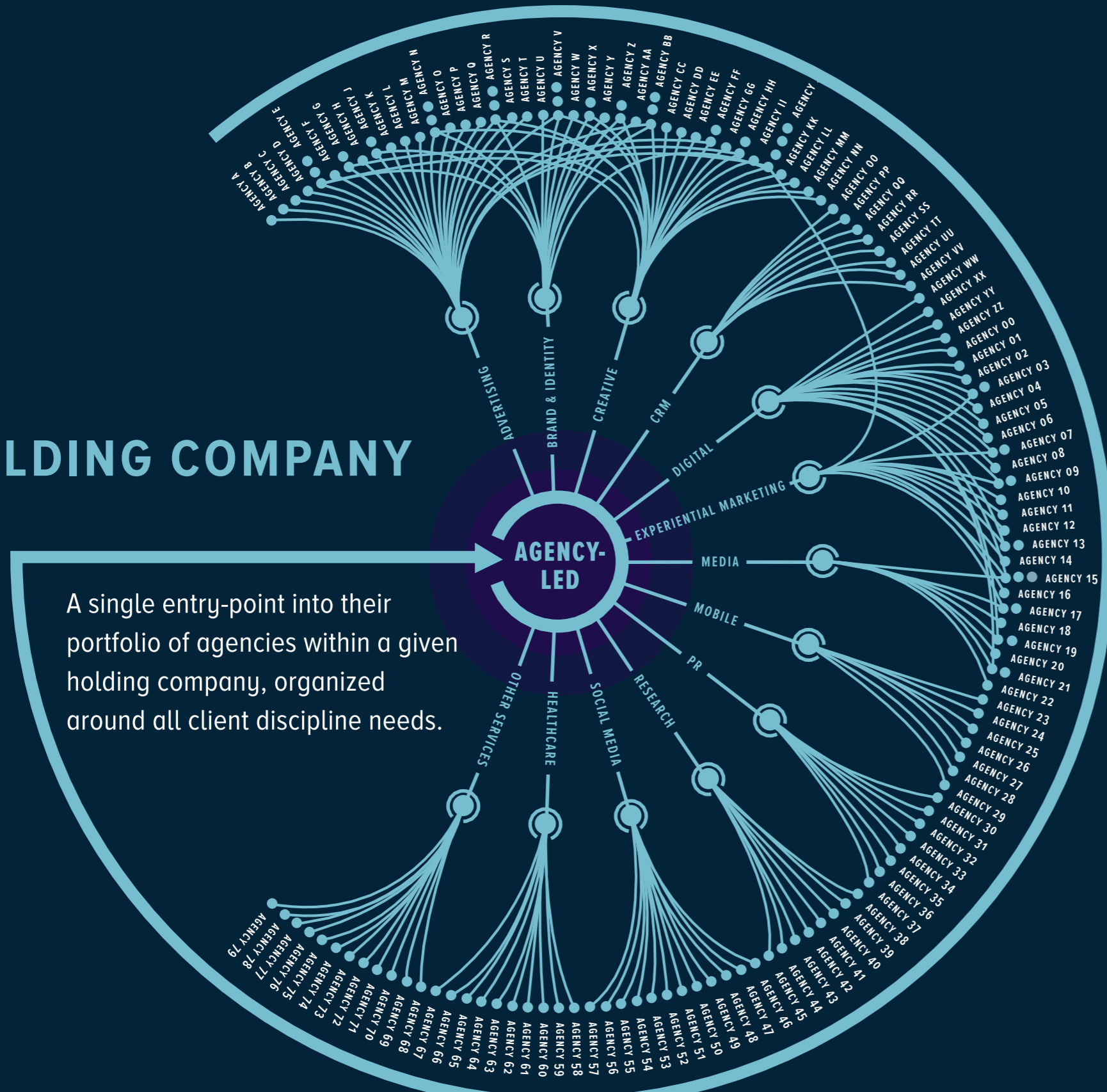
WORK & TEAM INTEGRATION

MEDIUM
 MEDIUM
 HIGH
 MEDIUM
 LOW
 HIGH
 MIX

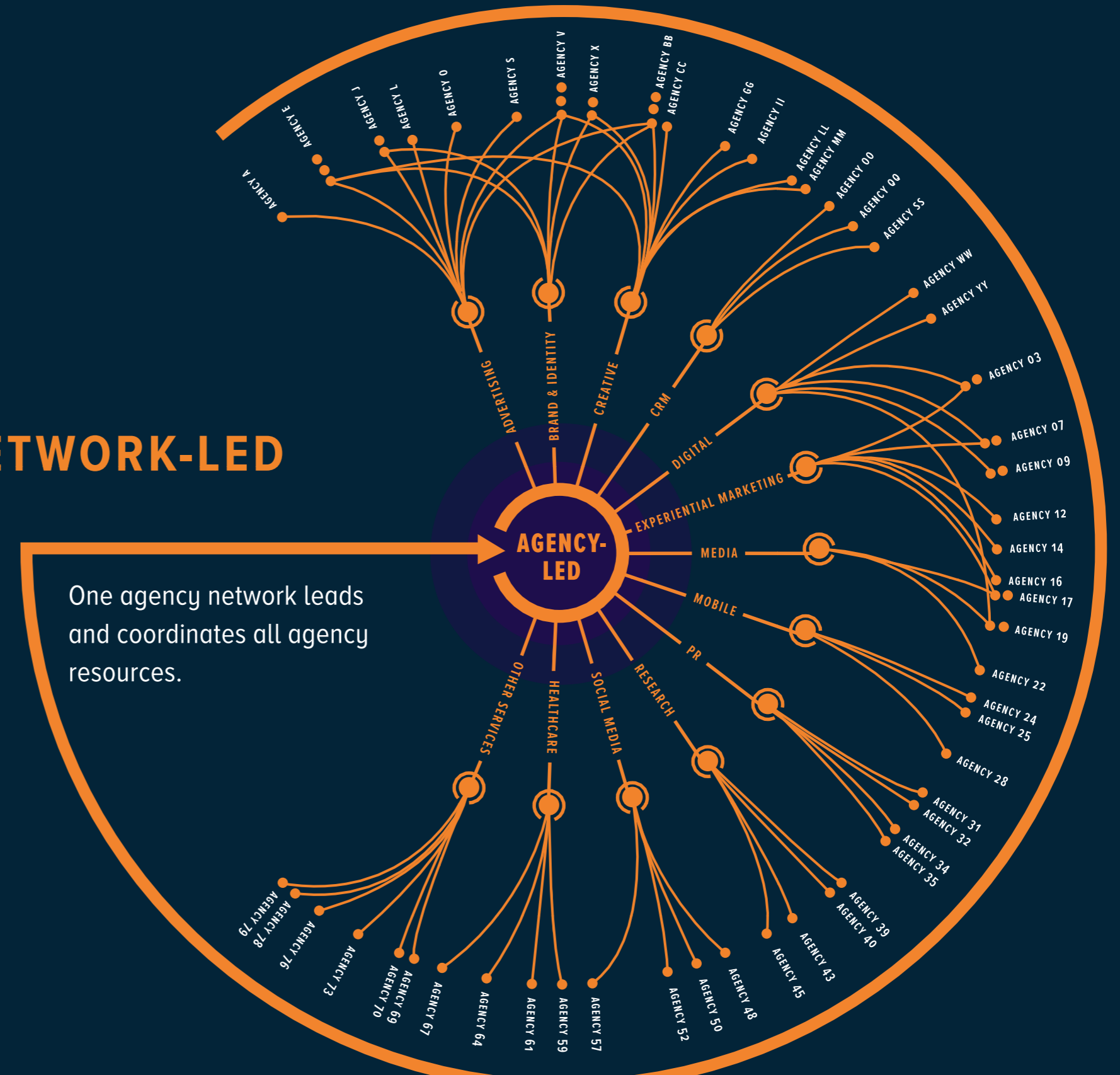
BREADTH AND DEPTH OF RESOURCES

HIGH
 MEDIUM
 LOW
 MEDIUM
 HIGH
 LOW
 MIX

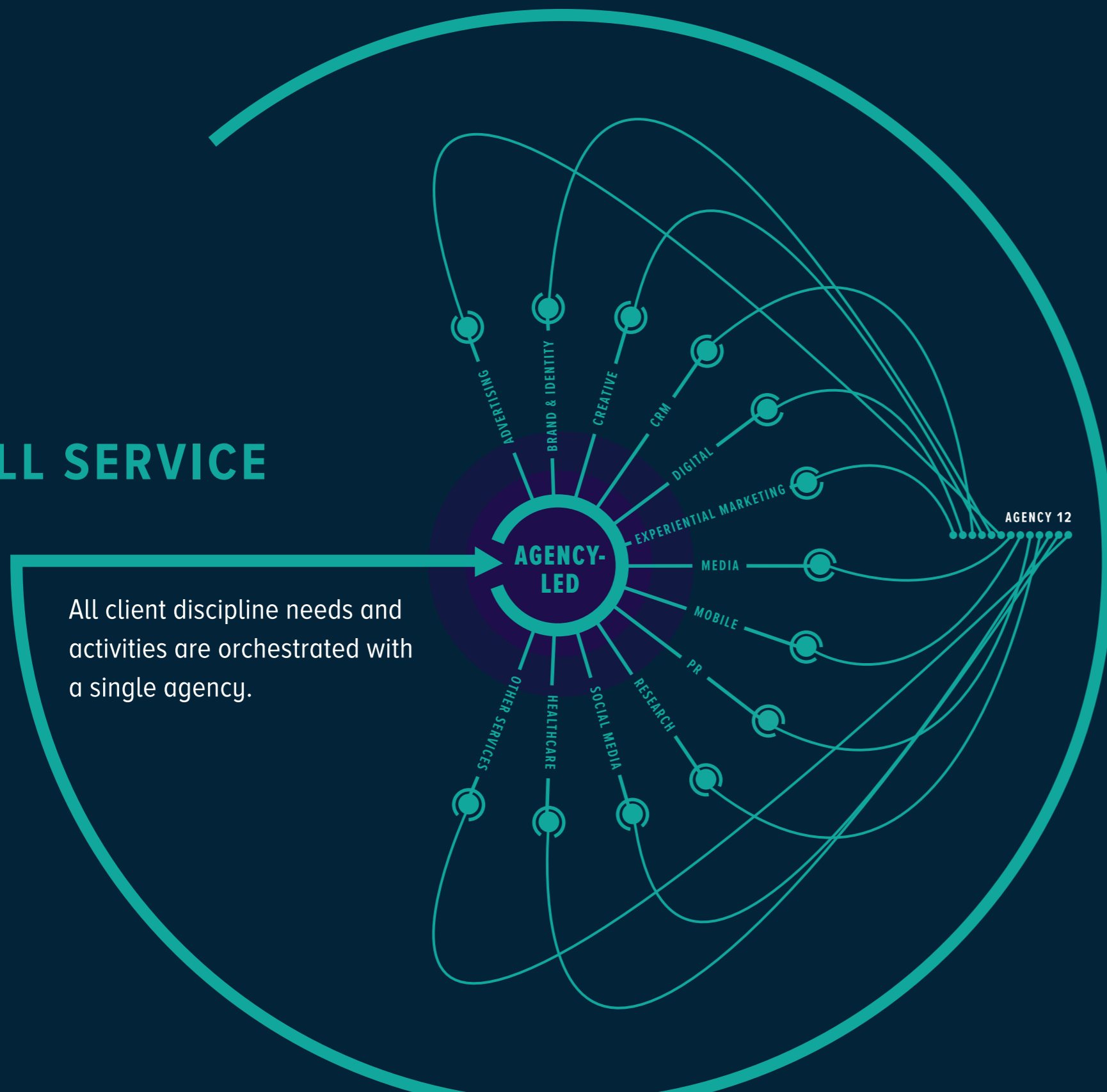
HOLDING COMPANY



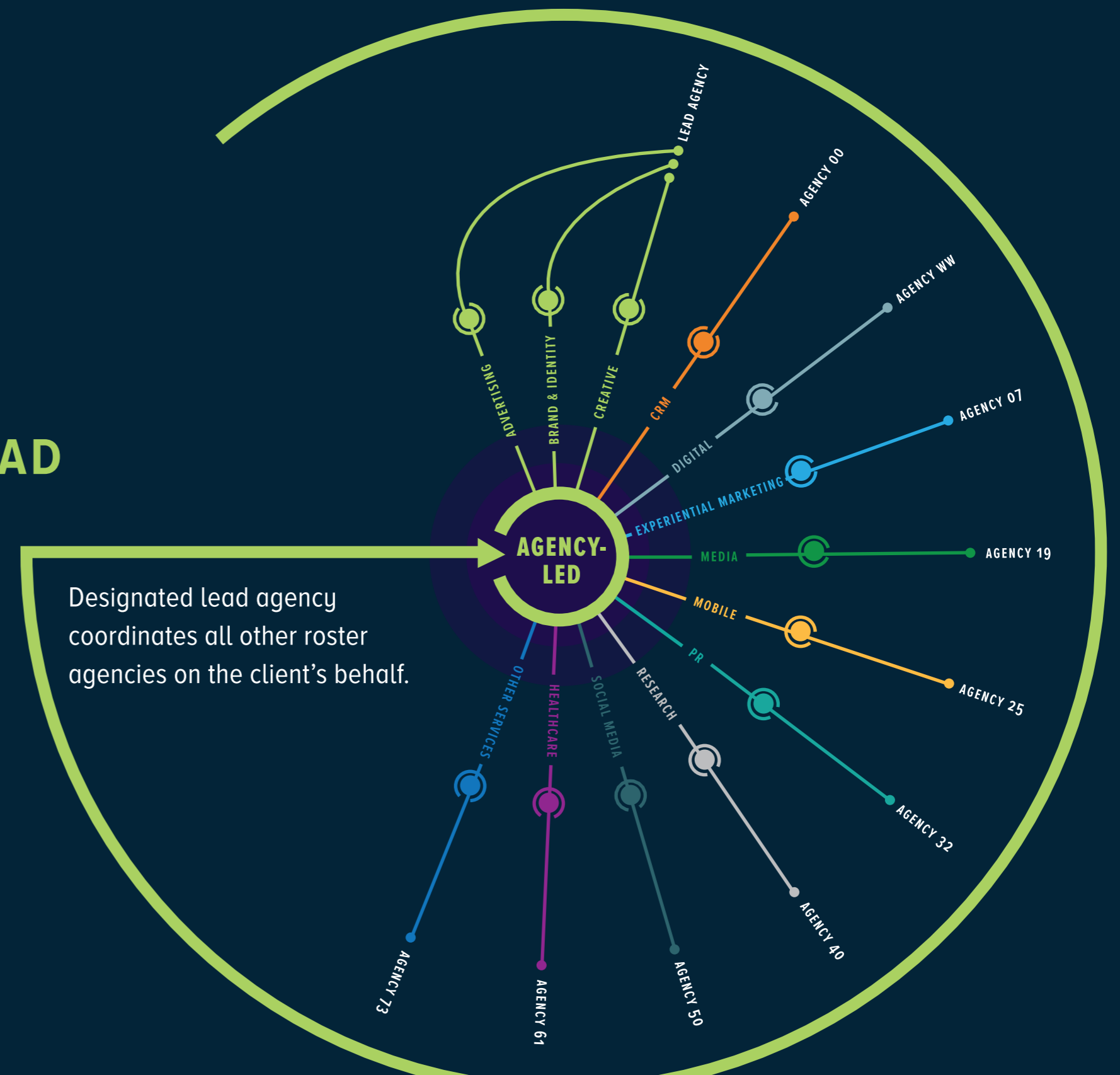
NETWORK-LED



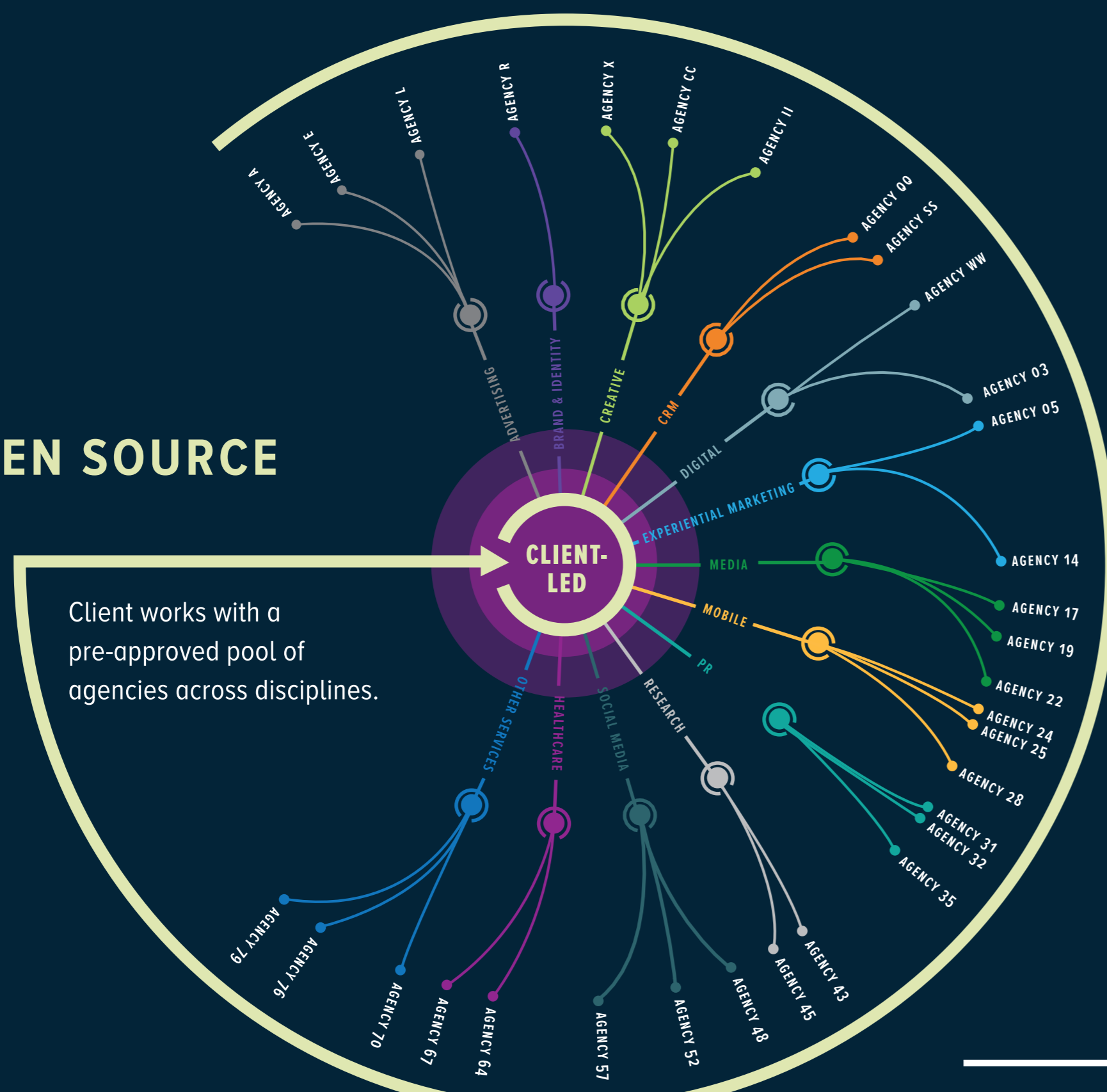
FULL SERVICE



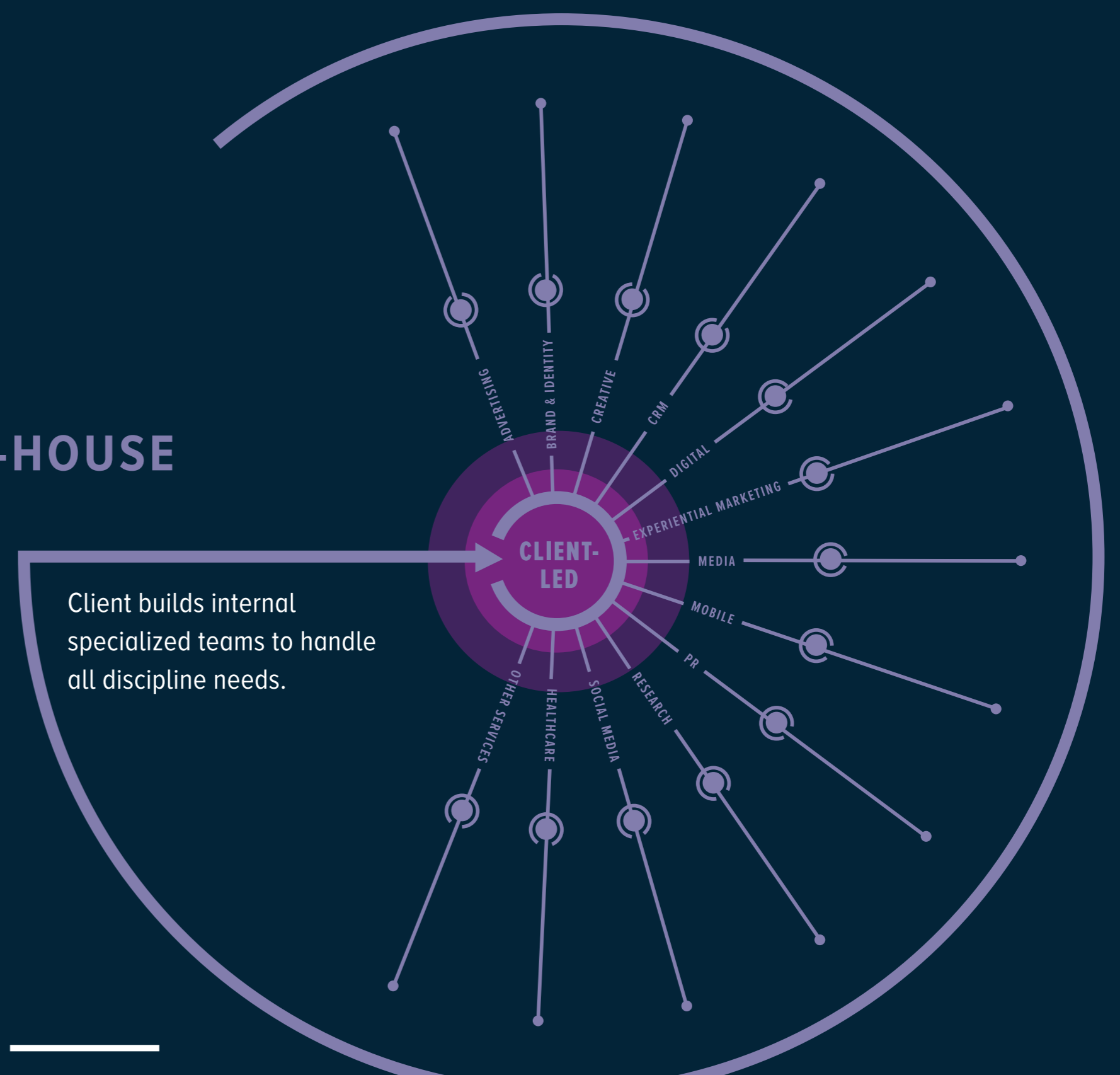
LEAD



OPEN SOURCE



IN-HOUSE



HYBRID

Combine multiple agency models, as shown above, to get desired results.