



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 & Agency Transition

- 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*

- 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*



# 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](#)*

- How can brand advertisers enhance cross-agency collaboration to drive collective success?

*Article : [Breaking Silos: The Key to Cross-Agency Teamwork](#)*



## 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*



# 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](#)*



**AGENCY MANIA<sup>SM</sup>**

SOLUTIONS

Strategic Partnerships Delivered.