

# HOW TO BE A GOOD AGENCY

And win awards for the effort

## The key drivers of good agency performance

Our database of over 20,000 evaluations reveals four key drivers of agency excellence:

**FUNCTIONAL:** Whether digital, creative, media planning or buying, does the agency deliver excellence on its functional skill.

**ACCOUNT MANAGEMENT:** Does the account team represent the client to the agency and the agency to the client with honesty and courage? Are briefs accurately transformed into brilliant executions in a timely manner?

**SPA (Strategy, Planning and Analysis):** Does the agency provide strategic insights and value-add to help inform better solutions?

**BEHAVIOUR:** Is the client treated with respect as a professional business partner? Does the agency have the courage and commitment to engage in productive debate?

## Better relationships, deliver better work

When we compared the winners of Effie Awards to our general database we found that in 72% of cases, the agency evaluation of their client scores were above the Aprais global average. Similarly, in 74% of cases, the clients' score of their agency was higher than our average.

## How to be a 'good agency'

- Know the criteria that won you the business. Measure and monitor them to ensure you keep up with the clients expectations.
- Make sure the team is aware of the four drivers of performance and is challenged to deliver on them.
- Be enthusiastic about the clients business. People who are interested and engaged in a brand or category are likely to deliver better work.
- Acknowledge and respect client members at all levels. Problems at a junior level can become senior headaches.
- Be courageous and transparent. If you disagree, say so. All good relationships are built on trust.
- Tackle issues before they become problems. Regular and frequent client-agency evaluations provide an objective platform for open dialogue.
- Never be complacent. Think of all the other agencies who would love your client.
- Have a 'can do' attitude. But if you say "yes" be sure to deliver. If you deliver on your promises, the client is more likely to accept when you say "cannot".
- Good work is the best insurance. Effective solutions seal partnerships and provide great momentum and stickiness to a relationship.

## What makes a good client?

Based on our analysis, 'good clients' can get 37%\* more value from their agencies, based on four key drivers. Also remember, 'good clients' love effectiveness awards. They are a measure of successful work that has most likely met KPI's.

## About Aprais

We maximise the potential of marketing teams and their agencies for many of the world's leading companies. Our unrivalled database comprises over 16 million answers, which enable us to provide impartial, objective and independent advice to **Evaluate** relationships, **Analyse** their comparative weaknesses then **Activate** solutions.

\*To find out more visit [www.aprais.com](http://www.aprais.com)