



Launch Engineering
Part art. Part science.

Launch Engineering Pty Ltd
127 Alexander Street, Crows Nest NSW 2065
Mail to: P.O. Box 7, Cremorne NSW 2090
Tel: 61-2-9904 5355
Fax: 61-2-9904 5366
Email: launch@launchengineering.com
Web: www.launchengineering.com

ABN 89 107 032 280

Choosing the Right Agency

An old agency man once said, "If you aren't one of the top three clients of your agency, get a new agency!"

He meant that you need to be important, or you will lose place in the effort stakes at times when you need every bit of effort necessary.

While not necessarily always the case, old ad guys often coin prudent phrases.

When selecting which agency has the best 'pitch', ideally, the 'right' Agency will be the one whose creative concept is so powerfully convincing, so obviously superior in research that it can't be challenged.

However, other concepts need to be considered in making the most prudent choice.

All questions cannot be answered by focus group market research.

Questions

Does the ad, and its agency offer a firm foundation to build a long relationship upon, or is it a one-off?

Is the fees arrangement satisfactory? (Is the Agency betting its arse as much as we are?)

Is the media plan thought out well, sensible, a good price? (Compare the buy from one plan to the next.)

Find out who the Brand team is that will be working on the account, their other commitments, and skill set, and whether or not your executives 'like' them.

What is the value of other services that have offered?

How close is it creatively? (Don't underestimate the value of good creative.)

Make sure you ...

1. Have a copy of their creative brief
2. Agree with it
3. Agree it has been answered by the creative concept and copy.

NB (A good ad, or one that is liked, can often still not work well.)

Remember:

If the brief is right, and the creative answers the brief, then the creative **MUST** be right. (If you feel you must still reject the creative, your brief was wrong, so go back and re-write the brief.)