

Agency Search | *Performance Management Portfolio*

One of the most important business partnerships is the relationship with agencies used for marketing services. In many cases, advertising (creative and media services), web services, direct marketing and corporate communications represent a significant portion of marketing budgets - and expected marketing impact.

The | Marketing | Works enables you to get the most from marketing and communications resources by helping you to find the agency best suited for your strategic and operational requirements and / or evaluating your current agency services to maximize effectiveness.

The Agency Performance Challenge

Finding and effectively working with an outside supplier is more complex than a traditional employer / employee relationship. There are two factors affecting the value and effectiveness of an agency – the agency's capability (experience & skills) to deliver the required services and, an appropriate match of agency / client cultures values and relationship dynamics. Our search process addresses both of these key challenges.

Our Approach

T|M|W brings best practices to the agency search process, involving three key inputs, each increasing the probability of finding the right agency:

Definition of Requirement:	We help you identify specific, objective, tangible service requirements and from these, develop initial lists.
Client / Agency Styles Profile:	We conduct a style / relationship assessment of your client team and potential agency teams to evaluate potential fit or clash issues - better sooner than later.
Search Filters / Criteria:	We develop a set of filters / criteria that are used to assess and fine-tune long lists. These are used during site visits, questionnaires and / or paid creative assignments.

Benefits

Using T|M|W agency search services provides several benefits:

- **Save time in the search process** - we have in-depth knowledge of US and Canadian agencies specializing in technology and B: B
- **Improve chances of better selection** - a disciplined, objective process facilitates assessment and selection
- **Secure better results** - the right agency usually means better outcomes
- **Cost saving** - agency searches are time consuming and expensive - particularly if you are cycling through creative resources. We help you do it right the first time!

Better Marketing Performance