

Distinguishing Qualities of a Great Client

❖ **Inculcate a spirit of partnership**

- Avoid a superior/subordinate relationship, characterized by
 - Atmosphere of mistrust
 - Lack of respect for the expertise of the agency
 - Undercurrents of intimidation



- There is no doubt to an agency that a client is and can be ready to exercise the option to dismiss them
 - (some clients even use this tool for dealing with their agency)
 - fear, intimidation and disrespect have no place
- The best advertising is often only created within the absence of fear
 - The by-product of real partnership—a joint effort—based on mutual respect of intelligence and expertise

❖ **Be wary of change for change's sake**

- Imitating a trend fails by definition to achieve the first purpose of advertising which is to create a distinctive image for a client
- We think that success in advertising is achieved by finding a long-term positioning and sticking with it.
- Tune in, instead to the changes in the consumer

❖ **Make sure your agency is making a fair profit**

- If an account is unprofitable to an agency, that account will be less important to the agency

❖ **Give the agency the opportunity to be totally absorbed in your product, the people and your culture**

- Great clients totally immerse their agencies in the product
- It costs more money and it involves risks in exposing agency people to its weaknesses and to know its secrets
- When an agency team thoroughly understands a client corporate culture, it will more likely create campaigns that last
 - If a campaign precisely reflects the culture, there's a better chance the client will stick with it
 - Articulates a corporate mission, the client will give it longer to work

❖ **Create an environment of experimentation and be prepared to pay for failure**

- Nothing predicts mediocrity in advertising quite so precisely an environment of risk-aversion
 - Natural to want to conform to rules and formulas in quest for a measure of certainty the outcome of development process will be viable advertising
- Great clients want advertising that stands out

❖ **Treat the agency people well**

- Great clients know it is human nature for people to work harder for their friends than for business acquaintances

- The happy consequence is that the great client gets more out of the agency
- ❖ **Agree on a clearly defined objective of the advertising you wish to create**
 - The failure to define or agree upon the precise purpose of adv. Dooms the creative process from the start
- ❖ **Keep approvals simple and disapprovals kind**
 - Nothing saps energy more than an agency presenting the same work over and over at succeeding layers of the client organization
 - The best system for approval of advertising is to have as few layers as possible
 - Three simple axioms to remember:
 - *Be honest.* If you don't like something say so.
 - *Be specific.* Don't ask for a new execution just because this "one doesn't do it for me."
 - *Be kind.* It helps to think of commentary as if are evaluating the person
- ❖ **Make the agency responsible for the advertising and give them the authority it needs to do it**
 - Involvement in the process is an exceedingly difficult line to walk
 - Often, lack of involvement is just a way for the client to avoid sharing responsibility for the end result
 - Too much involvement consistently denies the approval empowers the agency to realize its vision
 - Great clients state precisely why they disagree and then challenge the agency to find a solution that both parties can agree to
- ❖ **Perform evaluations of each other *at least annually*, and more often in the beginning of the relationship**
 - A good agency wants to know if there is a major problem before reading about it in the trade press
 - Great clients draw up the terms of evaluation in partnership with the agency