

Working With Agencies

Marketing

Getting good work out of an external partner.

What clients control.

Improves the work

A written brief with one clear objective

Access to the real decision-maker early

Feedback on the strategy, not the taste

Realistic timelines

Consistent people on both sides

Degrades it

Briefing by committee with no single view

Feedback rounds that reverse each other

Deciding by opinion rather than the brief

Late changes to the objective

Paying for strategy, then ignoring it

Judge work against the brief, not against personal taste. If the brief was wrong, fix the brief rather than the execution.