

A better way to find an agency.

RSW/AgencySearch is in the business of simply, easily, and affordably helping Marketers find Agencies (of all types) to satisfy their marketing services needs.

If you have NEVER used a search firm in the past

RSW/AgencySearch can help (at no cost to you) identify the best talent equipped to meet your specific needs – whether they be PR needs, digital needs, or any other marketing need. RSW/AgencySearch manages the search, presents Agency options for consideration, provides counsel on the selection, and operates as the intermediary with the Agencies so you don't have to take the time or deal with the challenges associated with a search.

If you HAVE used a search firm in the past

RSW/AgencySearch is different and better than other firms. They operate as a very neutral intermediary. They take no money from you, the Marketer. They take no money from any of the participating agencies up-front. This enables them to be very neutral, equally helping the Marketer by shepherding the process and providing counsel on the search – and the Agencies by providing them with advice on how

to best deliver on the needs of the Marketer. RSW/AgencySearch only “wins” if one of its Agencies is selected. Only then is a small commission paid by the Agency over the first year of the engagement with you.

RSW / AgencySearch Background

Started in 2005, RSW/US (RSW/ AgencySearch parent company) manages relationships between Marketers and Agencies across a range of different marketing service disciplines (e.g. PR, Advertising, Digital). RSW/US is continuously researching and communicating with Agencies in an attempt to better understand the true value of the talent in the market. Hundreds of conversations are had monthly with principals of Agencies of all types and sizes. As a result of these efforts, RSW/US has an excellent sense of how to best match Marketer needs with Agency expertise.

RSW/US was named (for a second year in a row), one of Cincinnati's “Fast 55” – one of its fastest growing privately held companies in the city and was recently awarded the Tri-State Success Award for its achievements since its founding in 2005.

RSW / AgencySearch - Founder Background

RSW/US was started by Mark Sneider, a 20-year+ veteran of the CPG marketing and marketing services community. Prior to graduating from Northwestern's Kellogg Graduate School of business, Mark started his career with DDB Needham in Chicago. Following graduation from Northwestern, Mark spent the next 10 years working for two formidable CPG players: SC Johnson and KAO Brands. The next 7 years were spent as General Manager of the U.S. division for a major Global research firm, working with marketers testing new product concepts and advertising campaigns. RSW/US was started by Mark in 2005.

How to Start a Search

To start a search you can go directly to our site and fill out an Agency Needs Form (<http://rswus.com/main/client.php>). An RSW/AgencySearch executive will be in touch after receipt of the form. Or you can contact RSW/ AgencySearch directly by either calling Mark Sneider (Owner/President) at 513-559-3101 or emailing him at mark@rswus.com.