

\$45M Full Service Advertising Agency

Program Objective:

The objective of this business development effort was to increase penetration within the client's existing industry sectors. We needed to leverage existing experience to help better diversify current portfolio, the client was too heavily reliant on only a limited number of clients within these sectors.

RSW Impact:

After the half day kick-off meeting/immersion session, RSW helped reposition the agency to better differentiate it's offering in the market so we could more effectively articulate its value proposition to prospects. This agency possessed a unique source of insights that RSW was able to effectively build into its communications strategy and leverage with prospects. This messaging became the consistent focus for all communication outward: new business manager talking points, talk sheets about the agency, letter copy, etc.

RSW developed a target list that enabled client to get some "quick hits" and then gradually build up to larger prospects that had the potential to more substantially diversify their portfolio. Prior to any reach out to the target list, each contact was "cleaned". This insured that our reach out was utilizing the "freshest" information possible.

RSW reworked their existing case studies so they better fit with the overall "brand" positioning created for the program. The client had case studies that were beautiful showcases of work, but spoke little about how they got their client to the end state. RSW built the "reason-to-believe" (RTB) into the communication to tie the entire story for the client together.

RSW also built a one-page sell sheet for the program that spoke to the value proposition/positioning for the agency. This piece was used as needed by the new business manager.

Prior to the start of the program, RSW held a kick-off conference call with the client to ensure that they were satisfied with the messaging and structure of how calls were going to be managed. This gave the new business manager the opportunity to clarify any last questions before prospecting and gave the client the chance to espouse any last words of wisdom before calls were made.

Throughout the program, the new business manager was in contact with the client, sharing new news, looking for additional insights, and bringing new prospects to the table that weren't on the original list. Of course, the new business manager also brought qualified meetings to the table: a dozen qualified doors for this client in less than ten months for the client.

On-going electronic reach out with “older” prospects in the database was also pursued to maintain awareness of the agency and to help improve the chances of hitting potential clients when their aperture was open wider – more receptive to the agency’s messaging.

Agency Success:

Of the first twelve doors opened, there were approximately five bid/pitch opportunities presented. The client won one piece of project business (\$250k) with a major pharmaceutical company outside of their geographic market (competing with agencies in the backdoor of this client). This agency also converted two, \$1M pieces of business – each with major manufacturers in the sector that the client currently participates – one in the Midwest and one in California.