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Agency Executives Learn How to Grow Business through Branding

Public Relations, Advertising Agency Branding Guru Overcomes Agency Shortfalls

Kansas City, MO – May 18, 2006 – Is your agency an apple in a whole bushel?

Public relations and advertising agency branding guru Mark Sneider explains during the Marketing Communications Agency Network (MCAN) Spring Meeting that in order for advertising and public relations agencies to succeed and break through the clutter of “me too” agencies, they must learn how to become an orange.

Held in Kansas City today through May 20th, Reardon Smith Whittaker US managing director Mark Sneider explains how agencies must differentiate themselves from their competitors by creating a brand, setting themselves apart from the pack and growing their business with the right clients – profitably. The presentation, called “*Agencies Great at Marketing Others, Horrible at Marketing Themselves*,” is inspired by the famous Leo Burnett quote: “When the apples come down to just being apples for eating – and are no longer a part of our tone – our personality...” then it would be time for him to leave.

“In other words,” Sneider says, “Branding of an agency comes from the top. It stems from the personality and expectations of the leadership. If an agency is to grow and work with the right type of clients that create long term and profitable relationships, they must think like brands – no differently than toothpaste or laundry detergent. While agencies offer many of the same services and have many similar features and benefits, there are elements that can set any agency apart from other agencies in the marketplace – helping build the foundation for the makings of equity.”

Sneider asks: Why is it important to have a definable Equity? Having an own able equity is mission critical to an agency because it helps create a stronger emotional bond with clients long term. Sneider explains that proper branding from outside, objective counsel enables agency clientele to clearly articulate why they work with an agency and feel better because of it. He says it will help leading agencies and their new business professionals more succinctly define the specific agency value proposition when there’s little time given to do it.

“With hundreds of agencies reaching out to similar sets of prospects, having yourself defined differently and defined better will help win the day,” Sneider explains.

The Number One Reason Agencies Lose Business

Sneider argues that corporate consolidation is the main reason, simply because there are fewer ponds from which to fish. Referrals, which 97 percent of agencies state they rely upon for new business, are diminishing because of this consolidation. As a result, Sneider has developed a 10 Question Quiz to evaluate what he calls Agency Brand Potency™ (ABP). Agency leaders can email Sneider at mark@rswus.com to get a copy of the quiz and the corresponding analysis.

Sneider encourages agency leaders to ask themselves:

What do I want to be when I grow up? Why did I win (or lose) my last two pitches? What is the profile of the right client? How do you functionally define the agency? What are my sector areas of strength and where do I want to play long-term?

"Agencies need to think in terms of branding. What benefits do I deliver to my clients? What do clients value the most about us or our work? Do I have any unique processes or methodologies?" Sneider asks. "Start with the basics. But, it's not enough to define the promise and rationale – agency leaders must go further. The equity profile must reside in all corners. The work needs to support it. The people have to live it. The environment must reflect it."

Sneider encourages agency leaders to look outside the four walls and bring in independent, objective, expert counsel who haven't "swallowed the blue pill," but instead are designated solely to help agencies win business and become oranges in the apple bushel.

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The Marketing Communications Agency Network is a group of committed principals of Advertising Agencies and Marketing Communications firms throughout the US and Canada. Dedicated to excellence in all aspects of advertising, marketing and business communications and bound by the common thread of managing and growing their companies to be the best in their area.

MCAN is the ultimate agency network, serving consumer, business-to-business, industrial, direct response and retail clients from many independent offices strategically located throughout the eastern U.S. and Canada.

MCAN agencies work in concert and independently to service client communication needs. We have the expertise and resources to serve large national companies as well as smaller regional marketers.

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More information can be accessed at: http://www.rswus.com/contact_cincinatti.html or by calling 513.293.6785. Sneider can be contacted at mark@rswus.com.