

For Immediate Release

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RSW Study Shows What Clients Most Seek When Hiring An Agency

Study Finds Most Clients Actually Enjoy the Process of Finding a New Agency

Cincinnati, OH – November 8, 2006 – Does your agency new business director or CEO know the three main traits clients seek when they hire an agency? Does your team know what specifically, according to senior marketing executives on the client side, businesses expect from their agency and what the number one reason is they switch?

RSW does. Comprehensive results and analysis from the survey can be found at www.agencynewbusiness.com.

According to RSW's U.S. managing director Mark Sneider, who commissioned the study, agency executives must remain diligent in their understanding of prospective clients and look at the marketing of their own agency exactly like they look at the marketing of top brands and of their clientele. Sneider calls most agencies "classic cobbler's children who have no shoes," and suggests a new approach – hiring outside branding and marketing counsel that focus solely on marketing service companies and can objectively position the agency to win more business and the right business.

The survey interviewed CMOs, Senior Brand Managers, Vice Presidents of Marketing, and other top marketing officials in business who offered their expertise and insight. Interestingly, most said they found it exciting to go through the review process of finding a new agency.

"Meaning, most appear to actually enjoy the process of firing their existing agency and finding a new one," Sneider said. "That surprised me. Although, most admitted that they wish the selection process was quicker and the majority simply don't know what to expect until after the relationship begins. Translation: most agencies, even in the beginning stages, do not do a good job of explaining who they are, differentiating themselves, and slating expectations."

Sneider added, "With these results, it's no wonder that almost half of all agency/client relationships last less than two years."

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Reardon Smith Whittaker is a lead generation and agency branding consultancy that operates like a virtual new business development group to help agencies build pipelines of qualified new business opportunities and more effectively position themselves in the marketplace. More information can be accessed at: http://www.rswus.com/contact_cincinnati.html or by calling 513.898.0940 x101. Sneider can be contacted at mark@rswus.com.