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CLIENT & AGENCY RELATIONSHIP EFFECTIVENESS

Excelling

- Jointly created briefing process, regularly reviewed
- Agency involved in annual/quarterly planning and strategy work
- Retained resource or clear quarterly resource plans shared
- Shared outcomes/goals for measuring effectiveness

Improving

- Consistent briefing process
- Regular reviews – annual or quarterly
- Visibility for agency of annual marketing plans/strategy
- Clear agency measurement in place

Performing

- Inconsistent or immature (new) briefing process
- Ad hoc reviews – not regularly scheduled
- Limited knowledge of future campaigns/projects
- Some measures of success

Developing

- No defined briefing process
- No agency access to your strategy/plans
- Ad hoc requests for support from client
- No clear measures of success

Building