

Warne's Marketing

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Selecting an Advertising Agency

Understanding the three categories of agencies can help you select the agency that can best match your needs.

ADVERTISING AGENCIES FALL into three different categories and that's not small, medium or large.

Today's three types of agencies are the job shop, the large corporation server and the marketing partner, according to Anthony P. Mikes of Second Wind, a consulting service to agencies.

The Job Shop

The job shop is the firm that primarily works on project basis. They're creators and placers of advertising. They "generally do not advise clients on strategic market planning." They may, one day, grow into providing full, continuing services. But right now they're more attuned to the making of advertising than to helping you obtain a payback from every one of your marketing activities.

Image Gurus

At the other end of the spectrum is the "agency who does business with the very large corporation." Mikes says "these agencies still claim to offer a full range of services to their clients, but increasingly the larger corporations are bringing these (marketing) services in-house or buying them à la carte from specialists." So they ask their agencies "to do just two things: create a beautiful 30 second"

TV commercial and sometimes to "place that commercial as effectively as it can be placed." This, Mikes notes, "is a vast undertaking, since the creative has to be extraordinary... to be noticed above the crowd."

Marc Bourgerly, a partner in the international agency holding company FCAB, goes one step further. Quoted in Adweek, Bourgerly said: "We are communicators. We should not be marketers. That's the client's job. Our job is to be image gurus, the experts at communicating their marketing message."

and strategic planning. This agency has an on-going relationship with its clients. Instead of dealing on a project by project basis, this agency is considered a marketing partner."

Mikes notes that this type of "agency works side by side with their clients to plan, create, place and analyze advertising and marketing needs." This marketing partner agency will serve small and medium sized budget accounts as well as large ones. It will also serve the business-to-business marketing needs of larger corporations, such as the foodservice business of a

"...more companies are seeking affordable help from people who know something about the payback from marketing initiatives."

The Marketing Partner

Between these two extremes is the agency "that has bootstrapped itself to becoming a marketing partner with their client." Mikes says this type of "agency has grown past just being a supplier of advertising materials. It has... professionals who are knowledgeable in all aspects of their trade: creative, media, public relations, client service, research, marketing

food processor.

Today, with drastically reduced management staffs, more and more companies are seeking affordable assistance from people who know something about the impact and payback from marketing initiatives.

So, the first step in selecting an advertising agency today, is deciding on the type that best matches your needs.

Final Steps

Once you've picked the type, look for an agency with a track record of doing the things you want done... and doing them well.

Keep in mind that agencies are changing dramatically... and have been for the past 15 years.

The culmination of the process was described by the CEO of a major Canadian agency in The Report on Business back on November 8, 1978. The "advertising agency of the future," he said, "will be relatively small and will consist of a handful of people with a broad knowledge of marketing and communications, and with access to expert creative, media and research services."

And that's what has been happening with even the largest agencies working with media buying services, utilizing freelance creative and having research projects handled by specialist firms.

What it all comes down to is the selection of an agency with the attitudes, approaches and experience that most closely match your needs.

Filing a Need

"It was with a clear purpose, borne somewhat out of frustration, that I started the business" states Keith Warne, CEO of Warne Marketing.

"When I was on the company, or advertiser, side we couldn't get all the marketing and communications services that we needed from one agency. On the agency side, the interests of the owners were in creating and placing advertising. They had no real interest in being a marketing partner to their clients.

So, with the urging of business associates who also saw the need, Warne was founded in 1979 to serve the full range of marketing and communication needs of companies going places."

Meeting Today's Challenges

Today, as in 1979, companies are looking *beyond* the obvious for solutions to their marketing challenges. They want business solutions. They want results.

We understand that each client's needs are unique. So we'll work diligently to get a solid understanding of your business, your people, your marketing opportunities, and your corporate objectives in order to generate solutions that will produce real results.

We've learned that the more we work with a client as marketing partner, the more we contribute to their bottom line success.

Embracing New Solutions

Business today is dynamic: constantly changing and evolving. You have to have the tools to adapt to it.

We know that it isn't easy incorporating new business tools and technologies. That's why we support clients at the implementation stage and beyond. We encouraged clients to adopt database marketing, even before the PC facilitated it. Just as we're now supporting clients embrace e-business solutions.

We've coordinated the re-branding of companies to help them overcome new challenges in the marketplace. We've initiated programs to improve customer relations and increase customer retention. We've also built databases, qualified buying interests and handled the marketing side of customer relationship marketing.

In these and other ways we've been a strategic resource for our clients, helping them take advantage of new opportunities and business solutions.

Helping You Succeed

From the first our goal was simple: To provide the marketing resources needed to help companies grow their business and increase their profitability.

To find out how Warne can help build your business call Scott Warne.



*The marketing resource for
companies going places*

Marketing

Strategic Planning

Customer Relationship Marketing

Database Marketing

Marketing Research

Marketing Audits

Event Marketing

International Marketing

e-business + Interactive

Sales Support Services

Corporate

Annual Reports

Branding + Corporate Identity

Employee Communications

Investor Communications

ISO/Customer Satisfaction Surveys

Public Relations + Publicity

Recruitment Services

Advertising

Creative

Communications Audits

Direct Mail + Response

Integrated Design

Media Analysis + Planning

Yellow Pages Advertising

Warne Marketing + Communications

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