

THE STATE OF PARTNERSHIPS:

Old paradigm:
One-stop-shop agencies

New paradigm:
Strategic partnerships among smaller specialty shops

Forbes

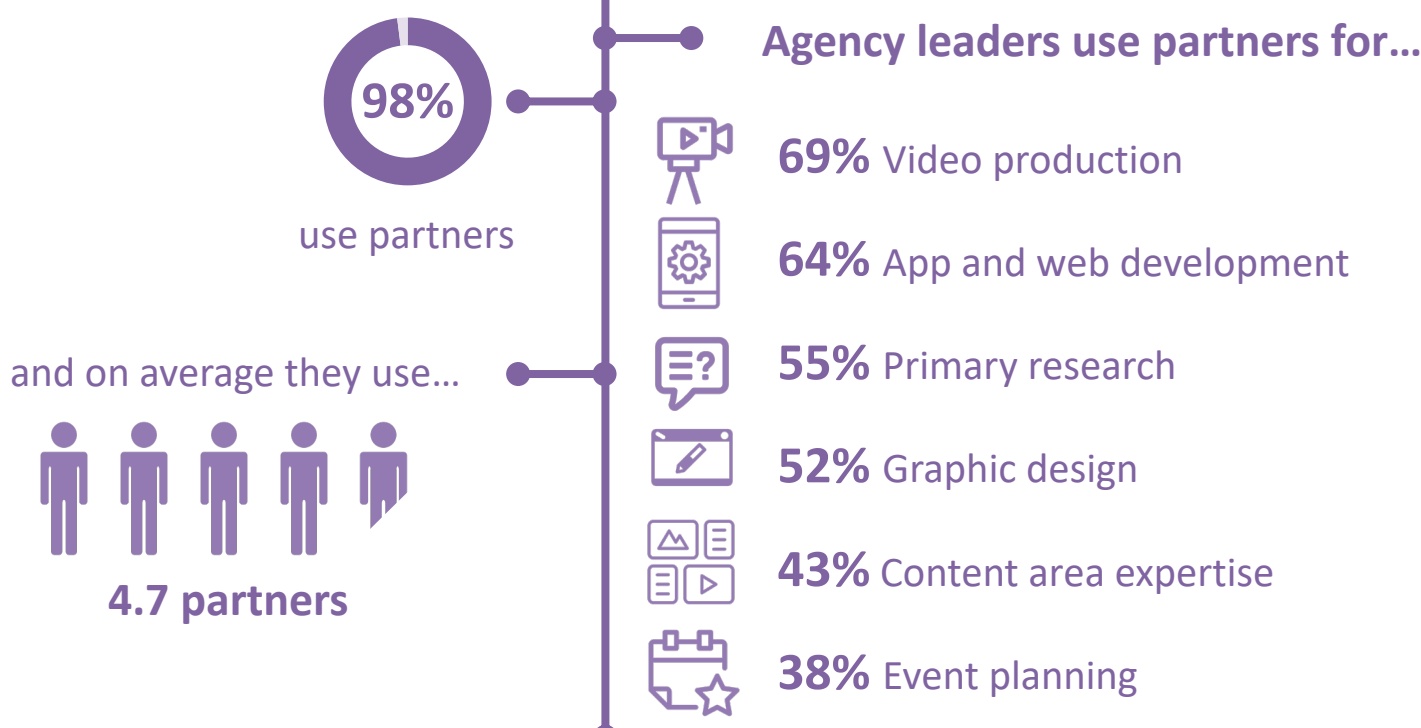
"Big agencies used to be multi-disciplinary, trusted by clients with all aspects of communication. Agencies were an integral part of the client's marketing operation. But, when the holding companies were formed, agency approach to collaborating with clients became transactional."

AGENCY LEADERS SURVEY:



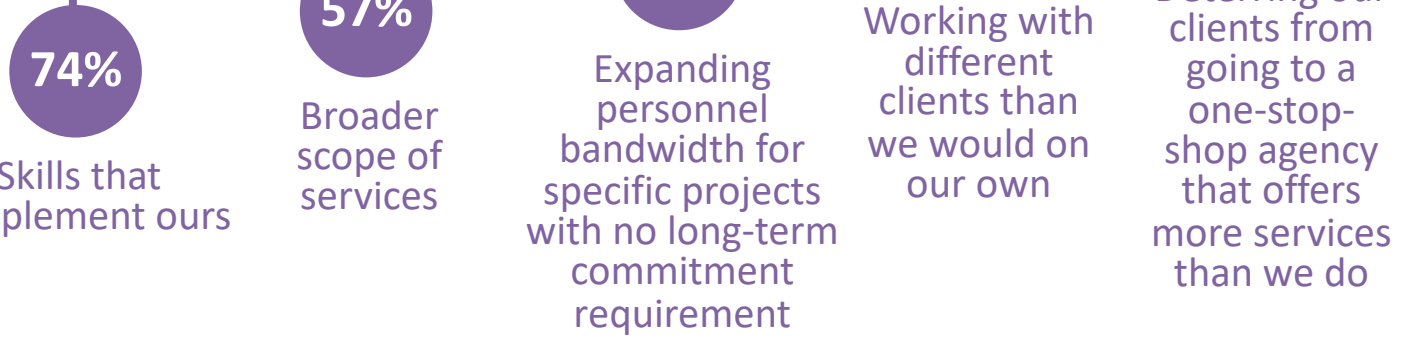
Key Findings

Partnerships are the norm in small agencies



Agency leaders see benefits to partnering...

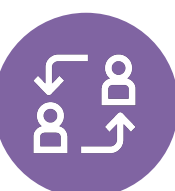
Key Benefits to Partnerships:



...but they also have concerns:



Best practices for effective partnerships & Quotable Quotes from Respondents



Alignment

"Chose very, very, very, very carefully! Complementing skills are important, of course, as are intangibles such as chemistry between team members. But perhaps even more important is choosing partner(s) that you trust."



Expectations

"Make sure everyone understands what DONE looks like. What is the end goal? What is the client expecting? The key is making sure everyone is on the same page, and the right people are always in the meeting."



Collaboration

"Develop and reinforce collaboration across client and agencies, thereby capitalizing on the best each has to bring. Leveraging agency experiences, successes, and failures increase the chances of a successful project."

Our Partnership: Research and Communications

SouthpawInsights



We have partnered for nearly a decade to integrate primary research into all phases of marketing communications for clients including



How Research is Used in Public Relations

Research to Inform

Research to Test

Research to Buzz

Research to Measure



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