

AGENCY EVALUATION CRITERIA

Below are the suggested areas you should consider when you are evaluating your agencies.

People

- Team fit
- Culture
- Clarity of thought
- Honesty, objectivity and balance
- Understanding of market
- Level of seniority and access to senior people
- Amount of resource available

Understanding of the brief

- Use of information given
- Interpretation of and any additional information
- Brand understanding and passion
- Competitor and market understanding
- Brand building – strategy and status

Creative flair

- Creativity and idea generation
- Relevance
- On brief and on strategy
- Presentation
- Generating innovation and change
- Fun!

Implementation

- Development and delivery of creative ideas
- Viability of implementation and mechanic
- Understanding of channels
- Meeting our needs and customer needs
- Use of budget
- Understanding of communication task to all audiences

Strategic thinking

- Clear understanding of brief
- How ideas are going to work both short and long term
- Understanding of target audiences
- Clear rationale behind strategy
- Adhering to marketing brand strategy and adding to it

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