



Meet My Agency

A guide for NFP's working
with ad agencies

How this will work



Your presenter..

Gary Jaffer

- 40 years in business
- 28 years in media & ad agencies
- McCann Erickson, DDB, FCB, OMD, FCH Group
- Toyota, Colgate Palmolive, Ansett NZ, Coca Cola, San Remo, Wendy's
- Today - Executive, business and personal coaching, facilitation and training

Different types of agencies

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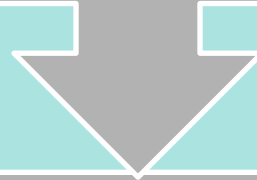


How they operate and make money

Different types of agencies



How they operate and make money



Advantages and disadvantages of engaging
an agency

Different types of agencies



How they operate and make money



Advantages and disadvantages of engaging an agency



Should you have one and what kind?

Are you currently working with
an agency?



There are 1000's of them

Advertising Agencies and Consultancies

Design Specialists

Digital Agencies

Direct Marketing Agencies

Media Buying and Planning Agencies

Pharmaceutical and Medical Agencies

Promotional Marketing Agencies

Advertising Agencies

- Traditional in structure
- Range of services



FCB
FOOTE, CONE & BELDING



Ogilvy

SAATCHI & SAATCHI

CLEMENGER BBDO



McCANN-ERICKSON



Leo Burnett



DDB^o

Design Specialists

Digital Agencies

Email

Web
Design

Display
Ads

Apps

SEO &
SEM

Social
Media

Direct Marketing

- Mail
- Catalogues
- Call centres – in and out bound
- More & more influenced by digital

Media Agencies

- Result of deregulation – unbundling!
- Media Strategy
- Media planning and buying
- Other services – promotion, digital, DM



Pharmaceutical and Medical Agencies

Promotional Marketing Agencies

Can you identify what type of agency you have or might need?





MAKE MONEY



Fee for
Service

Mark up

Commission

Retainer

Performance

Fee for Service

Mark up

Commission

Retainer

Performance

Combination of 2 or
more of these

Are there any examples of how you have been fee'd by a marcomms agency?





Why engage an agency?

Add Value

- Expanded expertise
- Make you look professional
- Distribute workload

advantage

- Bring specific expertise to the table:
 - Design
 - Digital
 - Media
 - Promotion
 - Creative
 - Strategy – marketing & communication

advantage

- Make you look professional:
 - Jack of all trades – not always good
 - Balance all comms elements
 - Guardians of your brand
 - Match strategy and execution

advantage

- Spread workload:
 - NFP's staff constraints
 - Reduce spreading too thin
 - Draw on as needed

disadvantage

- Cost!
- Cost!
- Cost!

disadvantage

- Duplication of expertise

disadvantage

- Intimidation

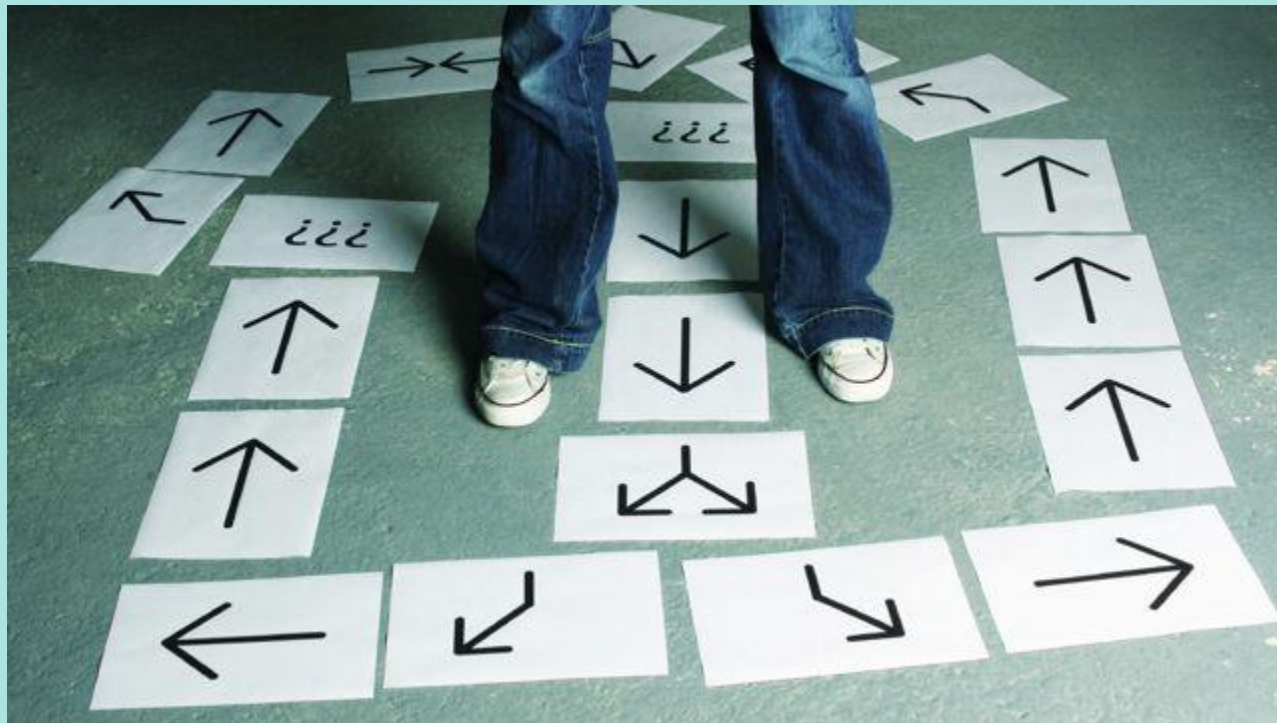
**WE ♥
PRO
BONO**

Has anyone worked with an agency on a
pro bono basis?

What was the experience?



What to consider....



You
MIGHT
consider
an agency
if....

- You have a significant media expenditure
- You promote around a major event
- You have many/consistent fund raising programs
- You have many/consistent membership drives
- You need strategic input
- You have collateral changes often

Consider:

- Your needs
 - Campaign
 - Strategy
 - Brochures
 - Fund raising
 - Events
 - Sounding board
 - And more.....



Prepare a brief –
be very specific
about your needs
and...

Shop around



Match & Decide:

- Your needs
- Their offering
- Can you work with them



Some hints:

- Be absolutely sure having an agency will ADD VALUE
- Then:
 - Be their favourite client
 - Be reasonable – deadlines, issues
 - Brief thoroughly – work to brief
 - Remember they have good ideas too – be open
 - Ask for quotes and hold them to it

Some warnings:

- Be very specific about what costs are involved – get quotes
- Be alert to smoke and mirrors – jargon!
- Be alert to excuses
- Be alert to drifting from the brief it will cost you
- Ensure the work is for you – not them

Are there any questions?

