



THE CLINIC
FOR AGENCY
ASSESSMENTS

What's Next for Agency Models?

The Agency of the Future (AoF)

Agency as Ringmaster

The AoF will be a centre for developing and implementing ideas for business growth. It will collaborate and co-ordinate specialists.

Account Directors will have Business skills

They will understand business and marketing. Advertising, while still important, will be but part of the armoury. ADs will be expert in acronyms like eDM, CRM and SEO.

Engagement Planning will be the new Account Planning

Strategy planners will have to embrace customer, content and channel. The strategic role will be much broader than it is now.

Collaboration

Media strategy will start in the creative agency, but detailed planning and buying will remain with media agencies. Collaboration will replace the current turf battles.

Creatives will be freelance

Only the largest agencies will have full in-house resources. In the AoF the CD will direct the creation of business solutions, working closely with the engagement planner. All other creative people will be 'ideators' on short-term contracts or freelance. It will keep costs down, give flexibility, and keep the



agency dynamic. Think Host and Naked with an internal CD.

An Ops Director will run the show

Production savvy, procurement trained, stickler for detail, huge discipline. On budget, on time. The Sergeant Major. The Ops Director will be responsible for purchasing. The AoF will want clients to think they are more buttoned down than the Reserve Bank.

The AoF will hire a geek

Someone obsessed with data who will analyse results and know more about what's happening to clients' brands than they do. It will give strategists something tangible to work with. No longer will media agencies have all the numbers.

Skin in the game

Agencies will back themselves to succeed. They will want to be constantly reminded in the hip pocket that they make money when their clients do. Staff will share in the success (or failure), aiding motivation and retention.

Time out

Advertising is hard work and it won't get easier. The successful AoF will be producing great work that works, sharing the rewards and remembering to let its people have some fun.

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