

2018
Update



ANALYSIS - INSIGHT - STRATEGY

Agency Imperatives



Ashdale
Business Consulting

When you work with a company they would like you to understand these things about them...

➤ Their Company

- Size, background, broad structures, decision making

➤ Their Brands

- Market position - strengths and weaknesses
- In the context of your information, but also broader

➤ Their Vision

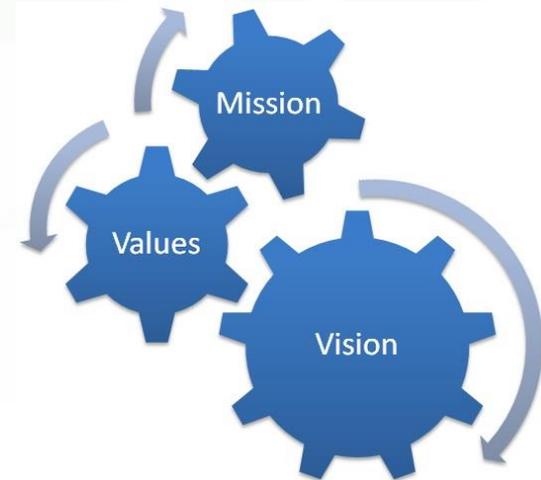
- Objectives and goals, both short & long term

➤ Their Values

- What they are and what they mean to them (& you)

➤ Your Role (in terms of supporting our business)

- As an agency
- But also as individuals



When you work with a company they would like you to understand these things about yourselves...

➤ Your Company

- Size, background, broad structures, decision making

➤ Your Vision (in the context of us)

- Your objectives and goals, both short & long term

➤ Your Products & Services

- Their limitations - strengths and weaknesses
- In the context of your information, but also broader

➤ Your Values (might not be the right word?)

- What they are and what they mean to us (& you)

➤ Their Role (in terms of context to your business)

- As a Company
- As a team
- As individuals



Roles and responsibilities



When you work with a company they would like you to understand these things about the industry...

➤ The Market

- Size, background, broad structures

➤ Macro Trends

- Direct and Indirect

➤ The Competition

- Their market position - strengths and weaknesses
- In the context of your information, but also broader

➤ The Key Categories & Brands

- Their market position – strengths & weaknesses
- In the context of your information, but also broader

➤ The Consumers (or Shoppers)

- Who they are, what they do etc.



When you work with a company there are some GIVENS when it comes to information (data) provision...

➤ Administrative Excellence

- Well structured meetings and timely follow up on action points
- Clarity and robustness of agency processes
- Cost saving recommendations
- Depth & availability of effective account team support
- Training expertise and pro-activeness in providing support

➤ Quality of Processes/Developments

- Consistent delivery specification
- Flexibility of methodology when circumstances occur
- Quality of presentations and reporting
- Effectiveness in tailoring services

➤ Accurate and Timely Data Management Provision

- Deliver in line with agreed schedules
- Openness to highlighting issues affecting data delivery
- Consistent accuracy of additional requests

