

The Marketer's 2010 Year End Agency Satisfaction Test

Take this self-test to see if your advertising agency resources deliver on the basic elements that result in excellent work.

Give yourself 5 points for an unequivocal "absolutely," 4 points for "yes," 3 points for "most of the time," 2 points for "some of the time," and 1 point for "rarely."

- _____ The agency team provides valuable strategic insights based on an in-depth understanding of our business
- _____ The agency team is culturally compatible and teams well with our client organization
- _____ The agency team is staffed with consistency and we experience little turnover
- _____ The account team has strong leadership skills and effectively integrates the agency's services we need to execute our plans well
- _____ The creative work is strategically on target and consistently meets our expectations
- _____ The agency proactively brings worthy, unsolicited breakthrough ideas to the table
- _____ The media plan delivers targeted results across multiple media channels
- _____ The agency has helped us understand and execute the appropriate role for digital and social media in our marketing mix
- _____ The agency partners effectively with other vendors involved in our marketing effort
- _____ The agency addresses any problems or performance issues quickly and with good resolution
- _____ The agency has a production track record of delivering on time and within budget
- _____ The agency executive leaders have built an appropriate relationship with our C-suite executives
- _____ The agency is a good steward of our resources working efficiently and cost effectively
- _____ The agency is a good value proposition: contracts are current; rates are competitive
- _____ The agency is compensated for measureable ROI with performance incentives

Total Points: _____

_____ **Bonus: I am confident I work with the best talent available**



Your Results:

75-60 points—

You deserve more stock options.

59-45 points—

Pat yourself on the back.

44-30 points—

Let's talk.

29-0 points—

You need our help... badly.

Visit

www.rcgconsulting.com

