

# THAKUR COLLEGE OF SCIENCE & COMMERCE



## AGENCY & CLIENT

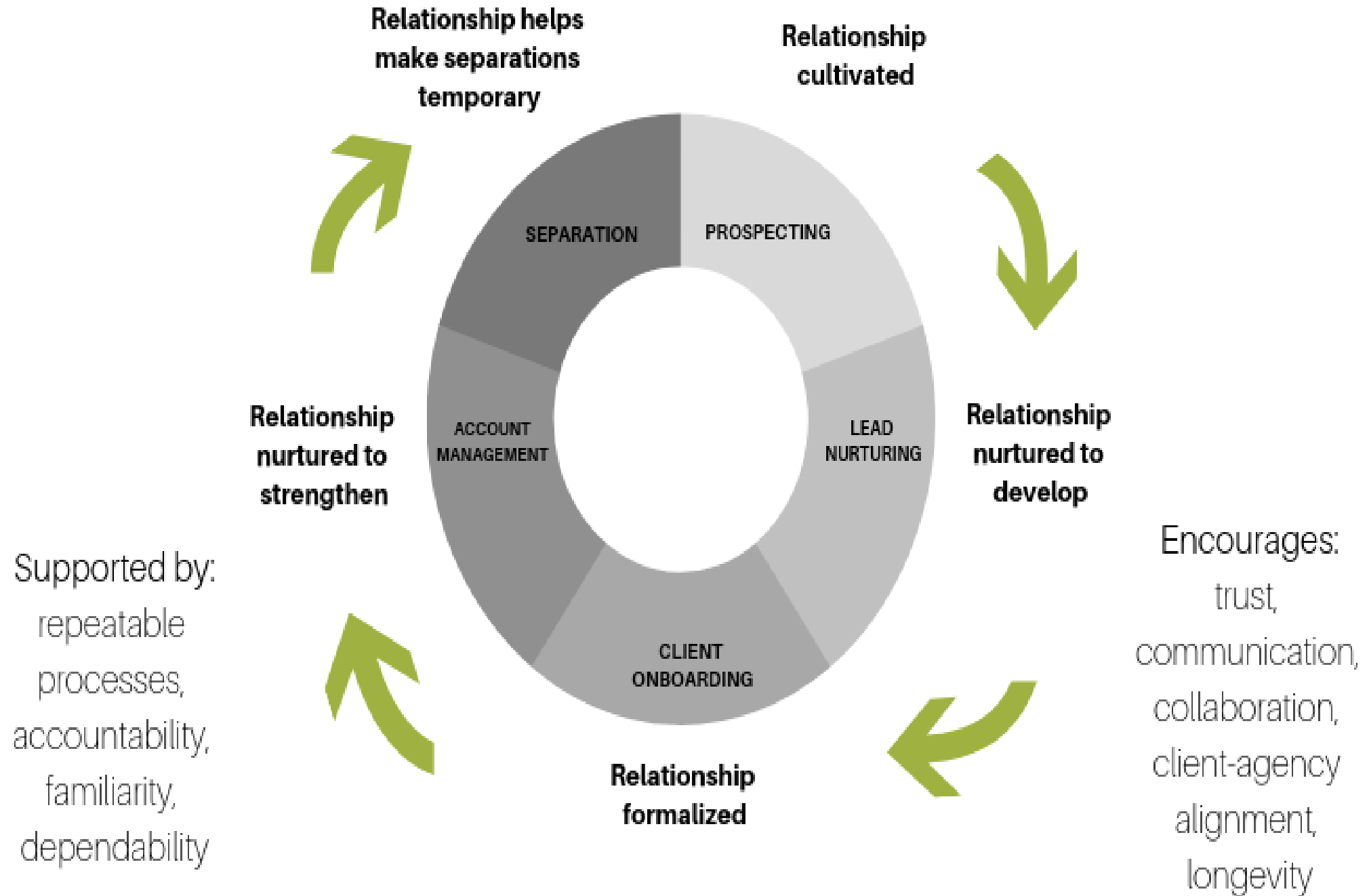
**Client – agency relationship means relationship between the advertiser & the ad – agency .**

**This relationship starts when the client contracts work to the agency**

**Cordial relation with trust & confidence is essential to get maximum from ad agency & the agency can also work with free hand .**



# AGENCY-CLIENT RELATIONSHIP LIFECYCLE



1. There should be a **mutual understanding** between them.

2. **Misunderstanding** or confusion, if any, **should be resolved** quickly through direct talks.

3. The **agency should work sincerely and honestly** to bring a success to the client's ad campaign.

4. Both parties should **properly follow the terms and conditions** of the contract.

6. Both should take necessary efforts to **maintain their relations friendly**.

5. **Good communication** must be there between client and agency. Hence, regular meetings between them shall be arranged.

Joint Suggestions for  
**Client**  
and  
**Advertising Agency.**

**Advice to the Advertising Agency to maintain good relationship with Client.**

1. The advertising agency should do **a smart and hard work** to bring success to the Client's ad campaign.

2. It should **make a good advertising plan** and must implement it efficiently and effectively. However, first it must get the approval from the client.

3. It is the duty of the account executive of the agency to **keep his customer happy and satisfied.**

4. It should **not charge client unreasonably high rates.**

5. It should **not make ads for client's competitor.**

6. It should **get all the information from the market** that will help to create better ads.

7. **Discuss the ad fees with the client in advance** to avoid disputes.

8. **Disclose to the client the names of the team members** (employees) that are working on his ad campaign.

9. **Inform the client about changes,** if any, happening within the agency.

10. **Never hurt Client's ego.** Agency should always provide timely services to him and try its best to satisfy him.

**Guidelines for the client to preserve its relationship with advertising agency.**

**1. Treat the ad agency with courtesy** at all times and never hurt its ego.

**2. Provide all possible information** about the product to be advertised and the organisation. A well-informed ad agency will make better ads.

**3. Don't unnecessarily bargain for the fees** charged by the ad agency as this may affect the quality of work.

**4. Motivate the agency to do a good impactful work.** Its charges such as media bills, fees and other costs must be paid well in time. The client should not wait for the ad agency to remind him about the payment dues.

**5. Don't change the ad agency** without a proper reason. If not satisfied, always first communicate your expectations and then wait for necessary changes to reflect.

**6. The client should approve the proposals submitted by the ad agency.** He must avoid making petty arguments and only highlight those crucial relevant matters that needs attention.

**7. Give sufficient time to the agency to work** on and develop an ad campaign. The client should not pressurize it to work quickly. He should avoid giving deadlines.

**8. Reduce disputes** to a minimum.

**9. Finalize in advance the charges** for a particular ad campaign.

# CLIENT TURNOVER



Client Turnover means clients changing their advertising agencies. It means clients close their accounts with the existing agencies & switch over to other agencies. Client Turnover has negative effect on the agency as it adversely affects its image and also its revenue.

# REASONS OF CLIENT TURNOVER

POOR  
QUALITY  
OF  
SERVICE

HIGHER  
RATES

CHANGE  
IN  
PERSONNEL

CHANGE  
IN  
LOCATION

PERSONAL  
CONFLICT

DISSATISFACTION

COMPETING  
ACCOUNT

DEARTH  
OF  
CONFIDENCE

POOR  
ADVERTISING  
CAMPAIGN





## WAYS OF AVOIDING CLIENT TURNOVER

- RESPECT TO THE CLIENT
- RIGHT COMPENSATION
- CREDIT TO THE CLIENT
- MEETINGS
- RAPPORT
- PROACTIVENESS
- SORTING OUT DIFFERENCE
- SERVICE ON TIME

# CREATIVE PITCH

A Creative Pitch is a presentation that describes the concepts that a company (such as an agency) proposes to use to create a media program or promotional message

It refers to the presentation by Ad agency people to a prospective account.



**STEPS  
INVOLVED  
IN  
PREPARING  
CREATIVE  
PITCH**



# THANK YOU

