



## Autumn'05

Consultants to Marketing Leaders. Represented on six continents.

Welcome to our first newsletter. It's been a busy first half to 2005 working with Bacardi, Ferrero, GAM, HP Food, Jaguar, Groupe Pernod Ricard, Jaguar, Lloyds TSB, Platinum Guild and Travelodge, to name just a few. Below is news of recent AAI initiatives that your organisation might find useful.

### What's the best remuneration model for your agency relationship?

The correct remuneration structure is core to any commercial relationship. In the communications industry the quest for best possible value in remuneration needs to be balanced with ensuring the agency is highly motivated to contribute powerfully to the achievement of your business objectives.

AAI has been at the forefront of advising clients on the best remuneration method for their own business model, and this thought-leadership has led the joint ISBA/IPA committee to invite David Wethey to author the new Industry Guide on the subject.

If you'd like to know more about forging an equitable, motivating contract and fee structure that will help meet your business objectives, please contact [info@agencyassessments.com](mailto:info@agencyassessments.com) or call +44 (0)20 7976 1300

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### Can you accurately measure the health of your agency relationship and link its performance to remuneration?

AAI exclusively offers a revolutionary web-enabled relationship management tool – Agency Relationship Optimiser. It mutually measures how well both client and agency teams are working together, facilitates an action plan for improvements needed and automates reporting to feed into PBR agreements. [More](#)

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### Training and Toolkits

AAI has been involved in training client teams for many years: across the spectrum of agency management, measurement, motivation, and problem solving - but also in the critical area of campaign development. In the last two years we have broken new ground by working with global clients on designing toolkits, and devising training programmes to help centrally based clients to implement best practice with in-market teams. Contact David Wethey at [davidw@agencyassessments.com](mailto:davidw@agencyassessments.com) to find out what we might be able to do for you both internationally and here in the UK. [More](#)



### Now offering Clients our expertise in South America and Netherlands.

We're delighted to announce that this year we have extended our global reach by establishing new AAI Partnerships in Sao Paulo and Amsterdam. Our clients will benefit from on-the-ground access and insights into the best network and independent creative and marketing communications agencies in Brazil and Netherlands. Our Sao Paulo partners SPGA are an established consulting firm founded by some of the most famous names in Brazilian advertising and is lead by Sergio Guerreiro (Picture).

In Amsterdam our partners are equally well known - the long established team of Rob Benjamins and Jan Pieter van Doorn. We look forward to offering you an unparalleled service whether you are looking to check the credentials of your network agency's local office, or search for the next hot-shop for a local launch. [More](#)

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### Evolving our pitch process to give clients even more robust partnerships.

Our tried-and-tested pitch methodology, evolved over 17 years, has seen two recent innovations guaranteed to improve the intensity and quality of the relationship from the outset. Ask us about 'Future Retrospective' and the 'No pitch pitch' for more information.

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We hope you have found this first edition of Agency Assessments' newsletter of value. Please feel free to forward it to friends and colleagues you think might be interested in its content. If you have any feedback please get in touch with Tania Zimmermann at [taniaz@agencyassessments.com](mailto:taniaz@agencyassessments.com) or have a look at our website <http://www.agencyassessments.com/>. We'll see you at Christmas for the next issue of this newsletter.

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