

# HOW TO BE A GOOD CLIENT

And see continuous measurable improvement  
in agency performance

## The key drivers of good client performance

Our database of over 20,000 evaluations reveals four key drivers of client excellence:

**BRIEFING:** Clear, written, complete briefs agreed with client stakeholders at all levels. This reduces multiple revisions and off brief proposals

**APPROVAL:** Transparent, timely, consolidated feedback and approval. Motivates the agency team and streamlines the process.

**TIMINGS:** Adherence to an aligned project plan which respects lead-times. Ensures best quality work and avoids additional costs.

**BEHAVIOUR:** Treating the agency as a professional business partner. Empowers the agencies to challenge their clients and propose more innovative solutions.

## Some companies get 37%\* more value from their marketing agencies, with limited extra effort.

Our analysis reveals a 99.99% correlation between a 'good client' performance and a 'good agency' performance. Furthermore, our top 10% of clients received 37%\* higher creative performance from the agencies than the bottom 10%.

## How to be a 'good client'

- Set mutually agreed, realistic and quantifiable objectives.
- Instigate a regular 360° review of progress against these objectives.
- Push for directness, trust and chemistry between the agency and client teams.
- Make sure there are equally talented people on both sides that are motivated by shared incentives and principles.
- Demand ongoing, transparent feedback in both directions.
- Always respond to work with the positive first. Get cycles of positivity going then turn the conversation to more critical feedback.
- Empathise with their pressures. Care about the issues and celebrate their achievements. Forgive them their foibles and try to see things from their point of view.
- Give agencies the opportunity to get under the skin of your business. Allow them to immerse themselves in every aspect of your operation. Enable them to understand your culture and openly share information and intelligence with them.
- Create an atmosphere of excellence. Demand excellence. Inspire excellence. Recognise excellence and reward it.
- Encourage your agencies to work together. Relationships that are better orchestrated can deliver +69%\* better performance.

## What makes a 'good agency'?

Analysis of recent Effie (advertising effectiveness) Award Winners proves that better client-agency relationships deliver improved advertising effectiveness. Good clients like them too. They mean P&L value for both organisations. Want to know the key drivers of good agency performance? Visit our website.

## About Aprais

We maximise the potential of marketing teams and their agencies for many of the world's leading brands. Our unrivalled database comprises over 16 million answers, which enable us to **Evaluate** relationships, **Analyse** their comparative weaknesses then **Activate** solutions.