

Why You Need a Good Agency

By Kelly Walker, M.S.

“Imagination is more important than knowledge.” Albert Einstein

So...you have a marketing plan, a media schedule and the budget to make it all happen...Now what?

We have discussed the value of a creative agency for marketing, media and print coordination. The greatest asset a creative agency brings to your business, though, is...well, creativity!



Greg Steckler, Vice President of Bend-based LogRhythms, Inc. says that, “Original ideas come from original-thinking people, those gifted folks who bring fresh, intense focus on a new problem and solve it in a burst of inspiration.”

Getting results in marketing requires skilled creative communication. R.H. Williams, the “Wizard of Ads,” said that marketing is “not who you reach, it’s what you say.” Ad agency legend, Bill Bernbach, not to be outdone, said: “It’s not just what you say that stirs people. It’s the way you say it.” The creative professional combines artistic ability, an understanding of selling psychology and solid business strategy to make you shine at every brand touchpoint (logo, tagline, website, ads, etc.) your audience will encounter. If you engage the right creative team to put together a cohesive, compelling, well-executed campaign, you will get results (provided you have a good product or service).

“This process of creativity isn’t just an aimless sort of blue-skying—a mental version of a bad modern dance. Rather, it’s what author Joseph Heller called, ‘a controlled day-dream, a directed reverie.’ It is imagination disciplined by a single-minded business purpose,” according to agency copywriter, Luke Sullivan.

A good creative agency works to understand your company, your goals and your timeline, becoming an essential part of your team. Creatives transform your core message into an alchemy of words and images that go right to the heart of the your desired audience, cutting through the clutter of a media-saturated society.



Melissa Eaton, owner of the Language Institute of Central Oregon says it was important to “work with a professional group that listened and

responded to my needs. Working with the right creative group was fun and effective. Together we came up with amazing materials that are distinctive and clearly represent my company.”



Melissa hints at the paramount importance of relationship. Look for a creative agency you strongly feel is in this for you, that really listens and dotes on you.



Don’t underestimate the importance of working with people you can have fun with, who are down-to-earth, available and approachable.



“A good creative agency...is personable, flexible, ethical, accommodating, and multi-talented. This is very important to a non-profit business like ours that functions on a tight budget and yet has a complex marketing needs. Marketing is an ongoing process; therefore, a good marketing agency must understand the core value of that business to cultivate a long-term marketing goals,” says Urmi Boyd, Opportunity Foundation.

Every person you come into contact with in the organization should care about you and your goals—not pretend to care, like movie sports agent Jerry McGuire’s insincere rival. Creatives tend to get pretty caught up, heart and soul, in what you are working to achieve and will do whatever it takes to get you the best results for your budget. Your agency’s primary objective should clearly be to put you in the spotlight!



Holly Remer, Healthy Beginnings Executive Director was “feelin’ the love” after her organization was re-branded. “Healthy Beginnings’ Bear and Logo got a real shot in the arm when [our creative agency] polished our image. Now our bear and service really shine and our program is reaching more children than ever!”

Let’s put what we’ve learned in this two-article series into a scenario. Bob is a fictional Bend restaurant owner. Let’s see how his day looks—first without, and then with a good agent.

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Scenario 1: Bob goes it alone

At 7:00 am, Bob arrives at work to supervise the day's food prep and to conduct staff updates. By 8:30 am, he goes back to the office to check his messages and pay bills. He receives a call asking if he has heard about the latest promotion on a local radio station, and another about a new culinary publication. He has several new emails with "amazing offers" from various advertisers. By 10:30, Bob is thinking he needs to get out and start greeting guests, when there is a knock at the door. It's the persistent print sales guy...again. By 11:15 the salesman, his "breath reeking of cigarettes and binaca" (actual comment from a client) is finally wrapping up his pitch. Bob throws him a bone to stave him off: printing his business cards and stationery. The phone rings: a party of eight with lunch reservations. It rings again: "Bob, are you going to renew your TV contract?" He's not sure that the many hours thousands of dollars he has put into the past six months of ads have helped bring in any business...but 'I have to do something, right?' he thinks. By 11:48 am, he's out of the office. Short-handed today, he helps wait tables, putting off picking up his new menus another day. He interviews for a new sous chef and two wait positions beginning at 7:30 pm. Afterward, he shovels down a quick dinner, while catching up on paperwork he had hoped to do that morning. He arrives home at 9:45, thoroughly exhausted, a nagging unease about the printer he committed to, and hoping he didn't miss anything on the proof sheet he hastily signed. Last time, "Fresh Sea Bass" was missing the all-important "B," and he had to pay for an entire menu re-print.

Scenario 2: Bob uses his agent

At 8:30 am, as Bob is in the office getting things done, he takes five minutes replying to vendor emails with three words: "contact my agent." At 10:30, the print guy is knocking at the door. "Please go out and have a seat," says Bob. "My agent will be here to meet with you at any moment." By 10:35 am, Bob is out on the floor to greet the first customers walking through the door. By 11:15, Bob's agent has finished speaking with the print salesperson. Bob will trust her considered assessment of this particular vendor. She gives Bob his newly-printed menus—she had previously caught several typos and a grammatical error on the first draft, before the menu went to print. (Yeah, there is no "P" in "Savory Crab.") She explains that she rejected the first printing, since the print house got the wrong pantone colors on the logo, but got it taken care of at no cost to Bob and still on time. She offers to draft up standard want ads for the positions Bob often hires for, anticipating the need without being asked. She updates him on his current radio campaign, and explains that they will drop television for the summer, when most people are outside and TV viewership drops, and pick it up when the fall new programming season kicks off. Total agency bill for the day's services: \$0.00. Everything is going according to the marketing and media plan and creative advertising plans the agency created with his input. Business is good. 'Finally, I can concentrate on what I do best, and I actually have a life now.' Bob reflects.

And so will you, if you wisely choose a good creative agency as your ally to help your business succeed! You'll wonder how you survived without them! 🍷