



How to Hire an Ad Agency

Reviewed by Lucidia, *an interactive agency* | www.lucidia.com





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Back in August 2007, Business Week published an interesting article entitled “How to Hire an Ad Agency”, by Steve McKee. We really liked it because it had those two rare characteristics that are often missing from these type of agency search articles, namely it was simple and it makes sense for both agencies and clients.

Here’s a summary of 10 guiding principles outlined:

1. Don’t limit your search geographically.
2. Don’t screen out agencies based on size.
3. Don’t make industry experience a requirement.
4. Don’t ask for - or even entertain - speculative work.
5. Don’t let a spreadsheet make your decision.
6. Do determine what you need.
7. Do notice the advertising that you admire.
8. Do initiate a conversation.
9. Do invite the agency to your place to review a handful of case studies
10. Do narrow your list to two or three agencies and spend time at their shop.

As mentioned, the article is simple and short. Only four pages when printed but it's well worth your time to read it. Although it was written for marketers looking to hire an agency, it is very relevant for agencies who want to be insightful about the type of clients that they would work best with. Congratulations to Steve McKee for writing it and Business Week for publishing this great piece of advice.

It can be found at:

www.businessweek.com/print/smallbiz/content/aug2007/sb20070815_465286.htm