

Building the Ad Agency Relationship





Get to know them during
the RFP process.







In our experience we trust





A 3D grid of spheres on a dark blue background. The spheres are arranged in a regular, repeating pattern, creating a perspective effect that recedes into the distance. The spheres are light blue and have a slight shadow, giving them a three-dimensional appearance. The background is a solid, dark blue color.

Approval Consistency







Require Status Meetings





Request a Creative Brief



*The Creative
Brief*







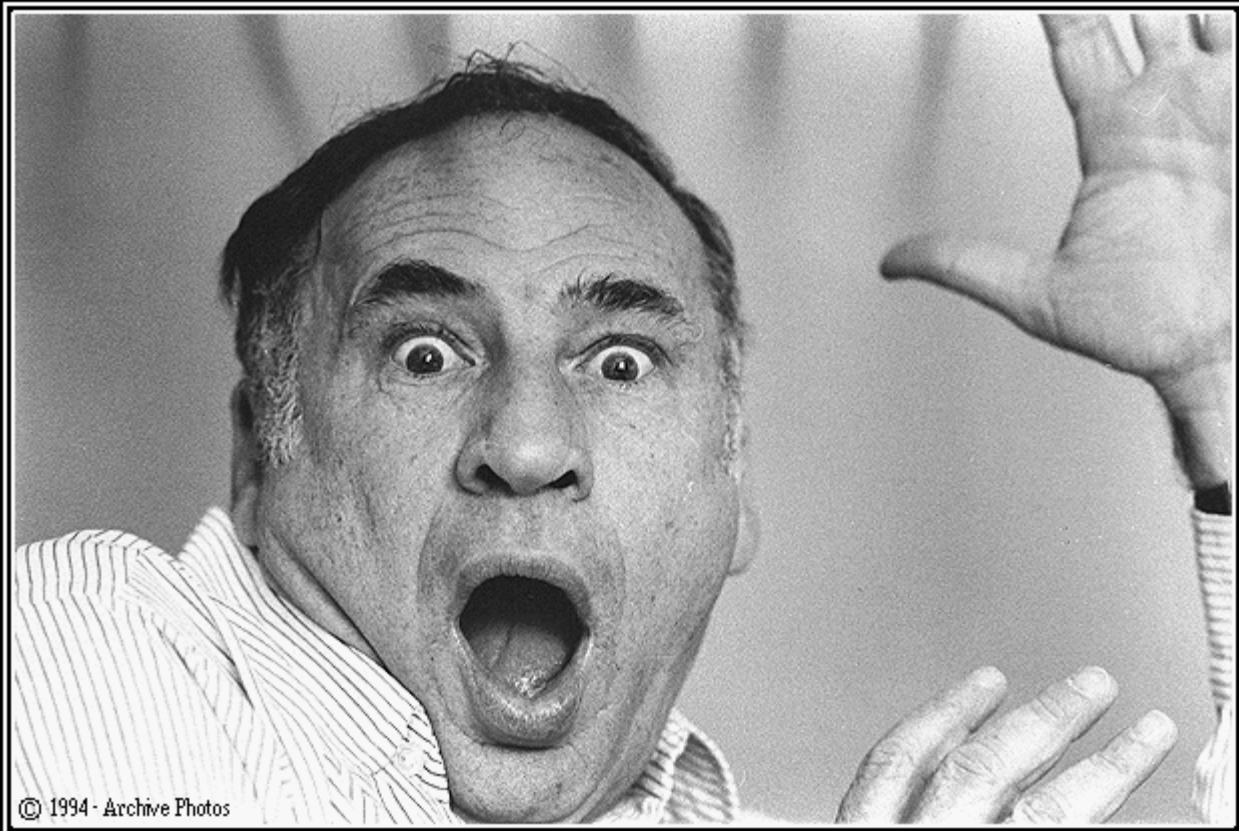
Encourage them to battle for
their position







Don't Be a Creative Director



© 1994 - Archive Photos

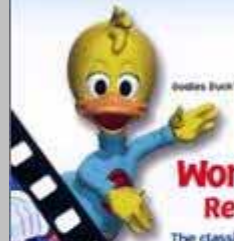
Larry Harmon's

BOZO

THE WORLD'S MOST FAMOUS CLOWN

Shows
4-5-6

Approx. 78 min.



Bozo's Buck™

World's 1st
Release!

The classic live-action
BOZO TV series!



DVD

DIGITALLY RE-MASTERED WITH NEW 3-D ANIMATION!



They will miss the mark –
so how will you handle it?







A 3D grid of spheres on a blue background. The spheres are arranged in a regular, repeating pattern, creating a perspective effect that recedes into the distance. The spheres are light blue and connected by thin, light blue lines. The background is a solid, medium blue color.

Don't get too close





Involvement in the business





Find out what they're best in





Be a calculated risk taker



How To

Win the Lottery

EVERY Week and

Never Buy a Ticket!

by Professional Lottery Player

Paul e Watts





Don't ignore key staff changes





Know their profit situation





“I can assure you, sir, the company is doing quite well, despite what these figures say!”



Mandatory performance review





AGENCY + CLIENT
= PARTNERSHIP

