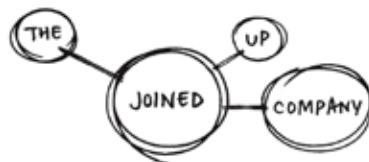




Are we right for each other? Try this simple test.



Answer A, B or C and we'll see if we're the ones you should meet.

We think digital is important and...

- A. our website and online marketing represent the majority of our efforts and we have a number of agencies that help us with this
- B. we're only just beginning to understand it and are at the start of what might be radical change
- C. we spend about 10% of our budget on digital and expect it to remain this way

A lot is spoken about "openness, transparency, collaboration, social media, user-generated content" and the like and...

- A. I'll listen to my customers carefully but I like to stay in control of my brand
- B. I like the sound of it but I am a bit trepidatious about going too far so I haven't really done anything yet
- C. it's very fashionable at the moment and I'm doing it, but I think it will remain at the fringes of my brand

Ideas are important in all areas of business, but especially in communications, I think...

- A. my comms idea should be fully integrated and visible through all media
- B. an obsession with numbers has led people to value only what they can measure – not what feels right
- C. I always test comms ideas before doing anything and try to always measure the return on that investment quantitatively

There are so many agencies of different types around it's hard to know which to choose, on balance I prefer...

- A. specialists in their field of advertising, DM, POS, Digital only
- B. an agency with staff who have a lot of experience, have worked in every field of communications and have no media bias
- C. a large agency group with many services at their disposal – a one-stop shop

Brand building these days is complex, with on-line, off-line, engagement, experiential, activation, broadcast, narrowcast. I'm not sure what's important, but I think...

- A. you need to engage with all channels to reach everyone – advertising for brand building, DM for targeted selling, digital for engaging younger people and POS/ promotions to defend share.
- B. Selling and brand building should and could happen at the same time in any medium – it's horses for courses
- C. I prefer to maximise my budget in one area such as advertising or DM to make it go further

If you answered mostly:

A – You feel comfortable with a mix of independent specialists in advertising, DM and digital to direct as you see fit – we might not be for you (but call us you need some genuinely un-biased advice on which channels to use for which jobs)

B – Congratulations – you found us. You're looking for a small group of highly experienced communications experts with a passion or finding the right idea and the right way to express it for your unique business challenge

C – You need the support of a major group with many services to properly integrate your campaign – we're probably not going to be your agency of record (but call us if you might not be getting the attention you deserve from the most experienced personnel, particularly on smaller projects)

Contact:

Address

The Griffin Building
83 Clerkenwell Road
London EC1R 5AR

Tel.:

+44 (0) 20 7343 3700

Mobile:

+44 (0)7990 506 056

E-mail:

julians@joinedupcompany.com

