



## INSIGHT ARTICLE

### **Quality Counts**

Interview for Rob Murray

How many agencies do you currently work with across all disciplines?

If an agency wanted to get on to your radar, what would be the best way of doing that, bearing in mind how many approaches you must get?

Agencies will often invest huge amounts of effort in the problem solving aspect of a pitch. However, how much of the agency selection is actually based on chemistry – ie. Knowing that they will be good people to work with?

We're collating the best pitch stories from around the world. Is there a pitch that you've been involved in either as the client or when you ran your own agency that stands out for any reason? (it could be a genius idea or a desperately embarrassing moment, or something else that stood out).

Do you think agencies are there to advise you as well as implement your strategy?

If so, what happens when you disagree? Is it just a case of the customer is always right or should agencies have the courage of their convictions (at the risk of falling out with the client)?

If you could give one tip to agencies either in improving their new business potential or the way they work with clients, what would it be?