

MARKETING KITCHEN

THE AGENCY WORLD





THE AGENCY WORLD

AROUND THE BLOCK

WHY
PROJECTS



Landor

heavenly
★

fig
tree

Interbrand

Wolff Olins

Black Sun

superunion

A CROWDED SPACE

**There are approximately 25,000 “marketing agencies” in the UK.
And over 120,000 in the US.**

THREE FLAVOURS

Full-service

A broad offer across a range
of sectors

e.g. AB

Specialist Sector

A broad offer with deep knowledge
and experience in a single sector

Specialist Discipline

Brand, Digital, Social, Media,
Advertising, Research

e.g. That Lot, Wavemaker

INDEPENDENT VS NETWORK

Independent

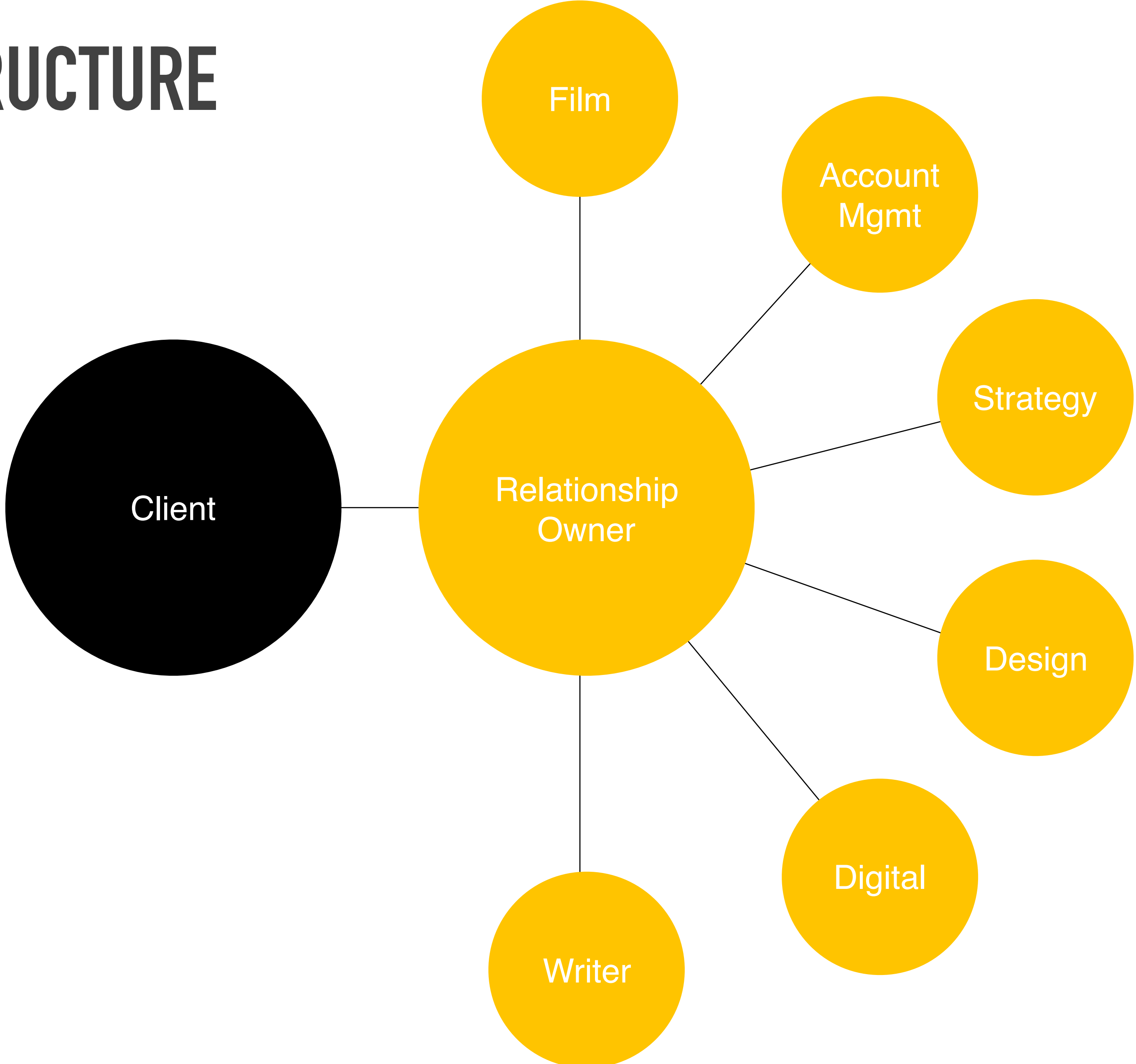
Privately owned.

Network

Publicly owned. A collection of agencies that all report to a single owner

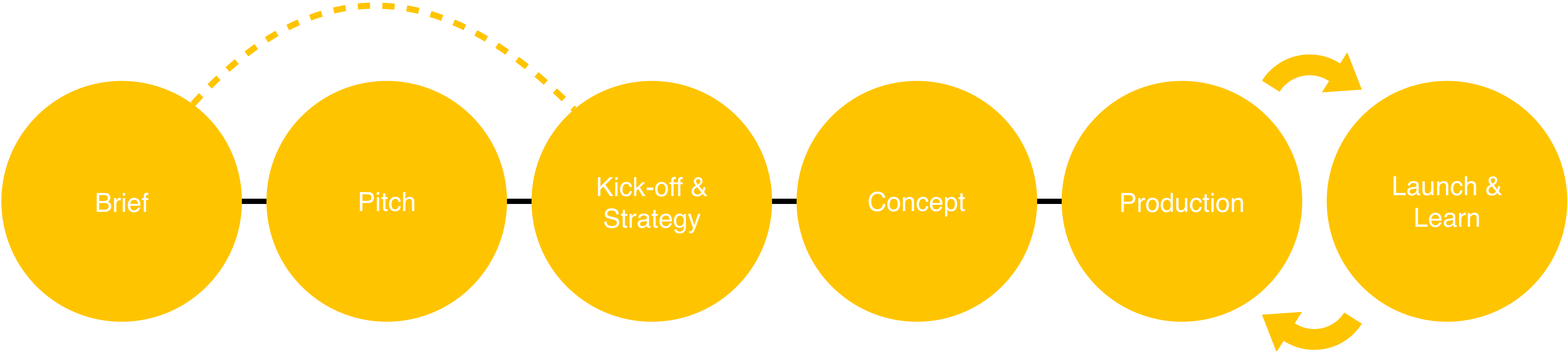
E.g. WPP, Omnicom, IPG

TYPICAL STRUCTURE



Partner
Director
Senior Manager
Manager
Executive
Intern

TYPICAL PROCESS



WHY AGENCY PARTNERSHIPS WORK?

Good chemistry

Shared vision/objectives

Givers not takers

Challenge respectfully

Learn on the journey

Required capabilities

Represent value for money

Keep things fresh

Deliver results

HOW AGENCIES ADD VALUE

Depth of experience

Breadth of experience

Fresh eyes / perspective

Further from internal politics

Time to think

Move at speed

A sounding board

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Prepared by AB for Caterpillar
All content is confidential and not to be shared.
For more information please contact henry@ab-uk.com

