



# Standardized Agency New Business Questionnaire

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The Standardized Agency New Business Questionnaire is designed as a recommended guideline for advertisers and agency search consultants to follow when soliciting information from ad agencies. By choosing elements from the Questionnaire, advertisers and consultants can create a customized line of inquiry that addresses their specific needs. Responding ad agencies will then be able to provide relevant responses in a more timely fashion.

The Questionnaire is divided into two sections, objective and subjective. The objective section contains standard, factual information that AAAA member agencies will keep up to date specifically for this purpose. In the subjective section, each agency will strategically assess the advertiser's queries and respond according to its unique experience.

## **Using the Questionnaire**

It is recommended that advertisers and search consultants focus exclusively on those areas of the Questionnaire that address their specific needs in order to avoid the preparation and receipt of excessive and unnecessary information.

## **Standardized Agency New Business Questionnaire**

### **I. OBJECTIVE INFORMATION**

#### **A. Company Information**

1. Provide agency's name, address, Internet URL, telephone and fax numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact.
2. Describe agency's ownership.

#### **B. Offices**

1. Please list full-service U.S. agency offices/addresses, leading with the office that would service the account in question.
2. If the account in question is global, please list the primary full-service offices outside of the United States.

### **C. Clients**

1. List top 10 worldwide clients.
2. List responding office's current clients, indicating each client's tenure with agency.
3. List accounts responding office had gained over the past two years. Provide comment on why agency was chosen for these accounts.
4. List account responding office has lost or resigned over the past two years. Provide comment on why agency lost or resigned these accounts.

### **D. Fiscal Information**

1. Respecting policies that prohibit disclosing financial information that is not public or does not comply with G.A.A.P., please provide some evidence of the agency's ability to accommodate the economic requirements associated with this assignment. (This information must be kept confidential.)
2. Please identify the number of clients that the responding office handles in the following billing (client gross marketing expenditures through the agency) or revenue (agency compensation via fees, commissions, markups, etc.) ranges:

Billings less than \$1 million / Agency Revenue less than \$200 thousand

Billings \$1 million–\$3 million / Agency Revenue \$200 thousand–\$600 thousand

Billings \$3 million–\$5 million / Agency Revenue \$600 thousand–\$1 million

Billings \$5 million–\$10 million / Agency Revenue \$1 million–\$2 million

Billings \$11 million–\$25 million / Agency Revenue \$2 million–\$5 million

Billings \$26 million–\$50 million / Agency Revenue \$5 million–\$10 million

Billings more than \$50 million / Agency Revenue more than \$10 million

3. Provide an approximate percentage breakdown of the responding office's creative output or billings by media type (e.g., network TV, spot/cable TV, magazines, newspapers, radio, outdoor, direct, interactive, etc.). This question should be customized for specialty searches i.e., promotion, PR, medical, etc.

### **E. Staff**

1. Provide a breakout of responding service entity's employees by function: account, creative, planning/research, media, other (please explain).
2. Provide brief biographies of key management executives and key staff who will be working on the business.

## **F. Specialized Services**

Briefly describe your agency's capabilities in:

1. Direct Marketing
2. Public Relations
3. Interactive
4. Promotion
5. Event Marketing
6. Other (specify)

## **G. Compensation**

1. Please discuss how agency value creation, marketer business results and agency performance can best be incorporated in compensation design and implementation.
2. Please describe your policy with respect to method of compensation.

## **II. SUBJECTIVE INFORMATION**

Advertisers and consultants should identify the key challenges and issues they want agencies to address in this section. A concise brief will yield more focused responses. To facilitate comparison, the advertiser may wish to request limits on the length of responses.

### **A. Strategic Approach**

1. Describe the process and methods agency employs to develop effective marketing communications. Provide examples of how this process has worked for clients.

### **B. Relevant Experience**

1. Describe agency's relevant experience.
2. Provide at least two case histories dealing with similar or analogous issues.
3. In no more than two pages, describe why the agency is ideally suited to address the challenges and opportunities of the account in question.

### **C. Creative Samples**

1. Please provide samples of your creative work.