



4A's Agency Review Feedback Questionnaire Instructions

The 4A's Agency Review Feedback Questionnaire was developed in order to provide better understanding for the agency on where the agency performed well and where the agency could have improved effectiveness during the agency selection process.

The questionnaire has three sections:

Section One.....Review Information

Section Two..... Survey participant information

Section Three.....Feedback questions

In section three of the questionnaire (i.e., feedback questions) the marketer that conducted the review is asked to rate performance on a score/scale from very unsatisfactory to very satisfactory and provide feedback comments.

The feedback questionnaire should be forwarded to the marketer immediately following the agency review decision. The questionnaire should request that the client decision makers provide their feedback within ten days.

Section One: Review Information

This section of the questionnaire documents basic review information notably: the names of the client and agency, the review time period and the description of the marketing services that were being reviewed.

Note: It is recommended that the agency populate the information in this section prior to sending the questionnaire to the marketer.

Section Two: Marketer Questionnaire Participant Information

This section of the questionnaire documents the specific individual in the marketer organization that is being asked to provide review feedback. Each individual at the marketer organization that was involved in the agency selection decision should be asked to complete the feedback questionnaire.

Note: It is recommended that the agency populate the information in this section prior to sending the questionnaire to the marketer only if the agency knows each and every client decision maker. If the agency does not definitely know each marketer decision maker then this section should be sent to the marketer with the request that the questionnaire be completed by all of the client executives that were decision makers in the agency selection determination.

Section Three: Feedback Questions

This section of the questionnaire asks the marketer decision maker 13 or 14 questions about their perceptions of the agency's performance during the review process. Question 3.13 should only be included in the questionnaire when the agency did not prevail in the review.

Each of the questions requires the decision maker to provide frank and specific feedback comments. The initial questions (questions 3.1 thru 3.11) also require the decision maker to score the agency's performance on a scale from one (very unsatisfactory) to five (very satisfactory).

Note: Remember to thank the client decision maker for taking the time to provide the agency with helpful feedback. Also, instruct the client respondent where or how to submit their questionnaire information.

Questionnaire Implementation

While the attached standard 4A's Agency Review Feedback Questionnaire is provided in an off-line template form, the 4A's recommends that members implement the questionnaire online using the online tool of their choice.

Having the questionnaire online will aid in its distribution to the marketer. The agency can send the link to the questionnaire to all marketer personnel who participated in the review, or to one person at the marketer who can then forward it to others.

When your agency programs the online questionnaire you may want to label the input form "4A's Standard Agency Review Feedback Questionnaire." This should aid in marketer acceptance.

Finally, please note that for the questions in Section Three, depending on the online survey tool that you use, in order to get feedback, you may have to separate each score and feedback information request into two questions.



4A's Agency Review Feedback Questionnaire

The 4A's Agency Review Feedback Questionnaire was developed in order to provide better understanding for the agency on where the agency performed well and where the agency could have improved effectiveness during the agency selection process.

The questionnaire has three sections:

Section One.....Review Information

Section Two..... Questionnaire Respondent Information

Section Three.....Feedback Questions

Section One: Review Information

This section of the questionnaire documents basic review information

1.1 Marketer Company Name: _____

1.2 Agency Company Name: _____

1.3 Review Time Period, From: _____ to _____

1.4 Description of Services Being Reviewed: _____



Section Two: Marketer Questionnaire Respondent Information

This section of the questionnaire identifies the individual that is providing review feedback

2.1 Name of Marketer Executive Involved in the Agency Selection Decision

Completing this Questionnaire: _____

2.2 Title of Marketer Executive Involved in the Agency Selection Decision

Completing this Questionnaire: _____



Section Three: Feedback Questions

This section of the questionnaire asks questions about your perceptions of the agency's performance during the review process. Each of the questions requests frank and specific feedback comments. The initial questions (questions 3.1 thru 3.11) also ask you to score the agency's performance on a scale from one (very unsatisfactory) to five (very satisfactory)—for each of these questions please select the rating score that most closely matches your assessment.

3.1 Throughout the review process, beginning to end, the agency met or exceeded all of your requirements and expectations.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.2 The agency demonstrated a clear understanding of the client's business.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below



3.3 The agency delivered a significant insight, business solution, strategy or idea.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.4 The agency demonstrated the ability to support the solution with relevant messaging execution.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.5 The agency solution was well integrated.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below



3.6 The agency gave a concise presentation that flowed well.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.7 The agency presented with passion and the presentation was memorable.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaboration on your rating score by providing feedback in the space below

3.8 The design and art direction of all presentation materials were helpful in making the agency case

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:



Please elaborate on your rating score by providing feedback in the space below

3.9 The agency worked well together as a team.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.10 I felt like I had a connection with the Agency team. I liked the people and culture.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:

Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.11 The agency's business building recommendations (effectiveness) and the proposed pricing of the investment (efficiency) were compatible and appropriate.

| | | | | | |
|----------------|----------------|----------------|----------|--------------|--------------|
| Rating: | 1 | 2 | 3 | 4 | 5 |
| | Very | | | | Very |
| | Unsatisfactory | Unsatisfactory | Neutral | Satisfactory | Satisfactory |

Score:



Feedback:

Please elaborate on your rating score by providing feedback in the space below

3.12 I wish the agency would have ...or I would have liked to have seen ...

Please provide feedback in the space below

Feedback:

3.13 (INCLUDE IF THIS SCORECARD IS ANSWERED FOR LOSSES ONLY).....

The one thing that the agency was missing or the one thing that the agency could have done differently to win the business

Please provide feedback in the space below

Feedback:

3.14 Please provide any other comments, observations or suggestions pertaining to the agency's performance during the review

Please provide feedback in the space below

Feedback:

Thank you for taking the time to provide the agency with this helpful feedback.