



## 4A's AGENCY PROSPECT ASSESSMENT GUIDE

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Thank you for your interest in us. As we're sure you've discovered as well, mutually satisfying relationships never happen just by accident. They are often the outcome of shared respect and setting one another up for success. In that spirit, we have a few things we would like to know about you as you learn more about us.

The following early-stage engagement exchange is intended to help ensure that we have the healthiest start possible. Under the appropriate NDA, we believe that knowing the answers to the following questions will be beneficial to both of us:

- 1) **What led you to invite us to participate in this review?** We ask because we believe it's important you have identified certain characteristics about our agency that align with what you are seeking in a new agency partner.
- 2) **Why you wish to change agencies, what do you value most from your current relationship and what has been the biggest challenge?** We ask because we believe in using applied learning to build better relationships from day one. Equally, sometimes change is not the right decision and, while that may not make sense coming from a new potential partner, we believe that kind of thinking actually helps the company, the industry – and the agency – longer-term.
- 3) **May we have a clear understanding of the review process, competitive agency participants, your participants and budget ranges?** We ask so we can align the right talent, resources and investment level to achieve the goals of both organizations. We are never afraid of asking tough financial questions that protect our business – and you can expect the same because we will protect yours as well.

Is your process compatible with:

- The ANA/4A's Guidelines for Agency Search  
[ANA/4A's Guidelines for Agency Search](#)
- The ANA/4A's Agency Reviews for Project Work Guidance Considerations  
[ANA/4A's Agency Reviews for Project Work Guidance Consideration](#)

- 4) **What are your goals and your metrics of success?** We ask because it is critical we all have the same, clear definition of what "winning" means.
- 5) **What existing benchmarks, research and target/audience data do you have?** We ask because we should be investing our time in what you don't know and challenging the convention of what you may already believe. Sharing simply accelerates progress.
- 6) **Will we have on-going access to key decision makers?** We ask because everyone should be able to determine "fit" during the course of the process, not just at the end of it.