

Letter to Editor of Canadian Marketing
May 29th

Suggesting that the objective of improving Client Agency relationships should focus on making them “more effective” as opposed to longer.

More than One Way to Improve a Relationship!

I read the Insight column of May 26 with interest and some concern. There seems to be too much of a focus on evaluating and improving the Agency [as opposed to the Client]. This is akin to a marriage counsellor saying to the husband, your wife is fine; it's only you that needs to change! Results shall we say will be mixed!

Also there seems to be an objective of making client agency relationships "longer". Wouldn't it be better to make them more **effective**, to add real value in an increasingly competitive environment?.

We believe that a relationship is very much a two way street. An agency evaluation of the client is just as important as a client's view of an agency. The CARE Survey (Client Agency Relationship Evaluation) provides among other things a benchmark of advertiser and agency perceptions of each other against their expectations of 'excellence' and also advertiser and agency assessments of their own and the other partner's actual performance.

And you should not stop at measurement and evaluation, if required we will subsequently work with Clients and Agencies in open workshops to explore and resolve real issues. Both Clients and Agencies benefit from CARE. Indeed on occasion agencies should take the initiative themselves. Either party in any relationship can take the first step to improve!

Relationships are hard; CARE can make them clearer and more effective for all.