

**ADFERO**

## Partnering with a Creative Firm

*How to build a successful partnership*

April 2024

# About Me

- Account Supervisor at Adfero
- Areas of focus: Message development, content creation, digital advertising, email marketing
- Former Congressional staffer
- She/her

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# About Adfero

Adfero is a full-service communications agency with an entrepreneurial mindset – we turn challenges into opportunities.

## Quick Facts:

- Three practice areas: Public Affairs, Health, and Energy & Sustainability
- Rockstar in-house creative team

[Learn more](#) about Adfero

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# Overview

Today's presentation is about...

- I. What to expect from a creative agency
- II. Choosing the right partner
- III. Natural tensions
- IV. Building a successful partnership

My goal for clients: Understand how to get the most out of an agency partner.

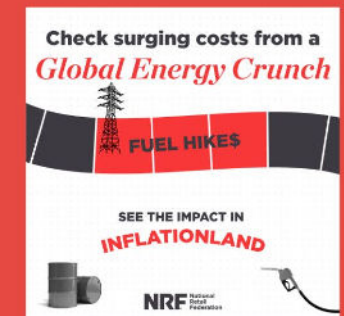
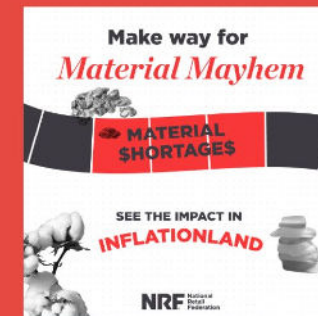
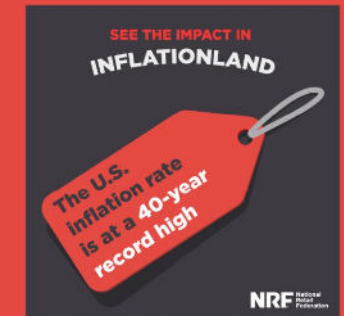
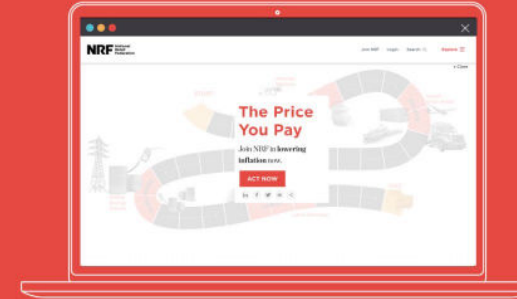
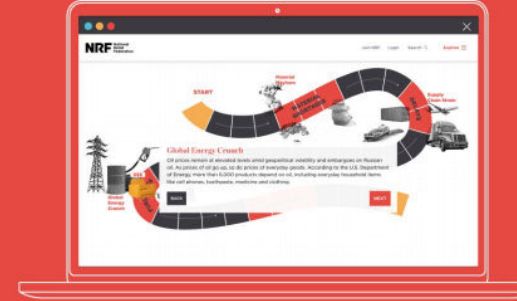
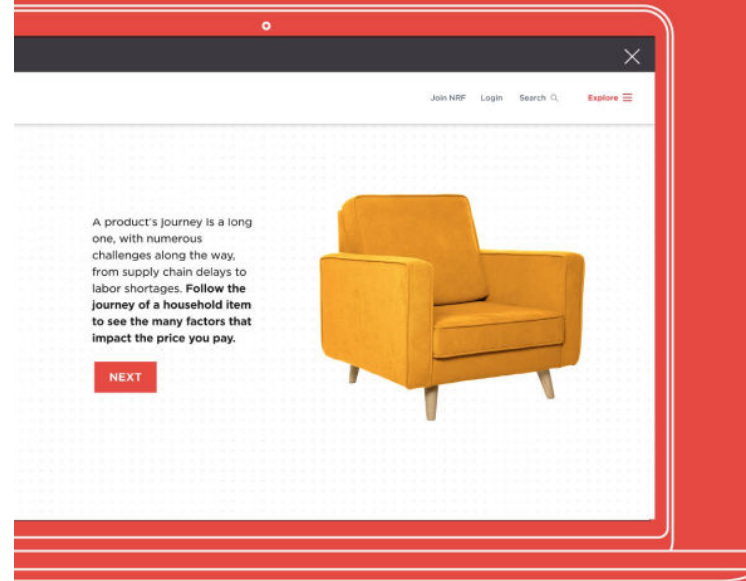
My goal for agencies: Learn a few tips to provide more value to clients.



# What to Expect from a Creative Agency

- ✓ Offers expertise in brand development, design, copywriting, multimedia production, and advertising strategy
- ✓ Operates as an extension of your team
- ✓ Provides time and resource efficiency
- ✓ Grows with you

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# Choosing the Right Partner

## Types of agencies

- Integrated Communications Agency
  - 💡 *Best for those looking to develop creative across a variety of paid and owned channels*
- Advertising/Digital Marketing Agency
  - 💡 *Best for those focused on social media and digital advertising*
- Branding Agency
  - 💡 *Best for those looking to create and/or expand a brand*

## Considerations

- ? **In-house creative**
- ? **Turn-around time**
- ? **Team experience**
- ? **Agency experience**
- ? **Cost**



# Natural Tensions

Natural tensions arise due to differences in perspectives, priorities, and processes between any organization and its creative partners. Here are some common ones...

💡 **The repeat offenders**



- Expectations and risk tolerance
- **Timeliness and deadlines**
- **Revisions and feedback**
- Outcome and measurement
- Budget constraints

# Building a Successful Partnership



# The Creative Briefing

The creative brief (or some form of it) can get ahead of natural tensions, ensuring everyone is on the same page.



Here's what should be agreed upon before any ideas start flowing...

- **Objective** – what is the desired outcome?
- **Goals** – how will success be measured?
- **Audience** – who must be persuaded?
  - 💡 Consider surveys and persona development
- **Platforms/placements** – where will the content live? where will it drive?
- **Assets and deliverables** – what is needed from the client and the agency?
- **Considerations** – are there constraints for creative? how might content be used in the future?
- **Timeline** - be sure to consider YOUR work style (more on the next slide):
  - 💡 **How many rounds of review are needed and at what stages?**
  - 💡 **Who is involved in the client's review process?**
  - 💡 **What is the best project management approach?** (Airtable is great + free!)
  - 💡 **Are there points where additional changes would require substantial time and budget?**  
Often referred to as “locks”.

# Communicating Your Work Style

It's up to **YOU** how involved you'd like to be in the creative process. This can change over time or with certain deliverables, but any major shifts should be communicated to your agency as they impact process and timeline.



## Hands On

- May provide creative copy & preferences for photos, colors, graphics
- Reviews **written description** of creative, **storyboards** for GIFs & videos, reviews **final product** w/ 1-2 rounds of revision



## "The Standard"

- May review **written description** of creative, **storyboard** for videos, **final product** w/ 1-2 rounds of revision



## Hands Off


*\*\*Once you've built trust*

- Reviews **final product** w/ 1-2 rounds of revision
- 💡 *I always recommend a storyboard for videos exceeding 30 seconds*

# Getting the Most out of Your Partnership


## Provide Creative Freedom

Share what has and has not worked well in the past, **encourage your agency to suggest new approaches.**



## Test!

This is a good way to build trust, **strike a balance of what you know works with some new ideas**—see what resonates!



## Be Transparent

Share results and **allow your agency to help you identify areas for improvement**, even outside of the creative itself.

# Dive Deeper

- Explore the different types of creative agencies [here](#)
- In-depth guides for developing creative briefs
  - [From LinkedIn](#) (includes helpful examples)
  - [From Asana](#) (in-depth guide)
- Explore [Adfero thought leadership](#) on a range of public affairs and digital advocacy topics

THANK YOU!

[Explore Adfero's Work](#)

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