

WORKING WITH AAR 2018



The Experts in
Client:Agency
Relationships

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aar

A quick introduction to AAR

AAR is a marketing services consultancy that specialises in driving excellence in client:agency relationships.

Established in 1975 to help marketers review and select advertising agencies, AAR was the first intermediary anywhere in the world.

Over the last four decades, we have expanded our consultancy to not only cover all of the major communications disciplines, but also other areas of relevance to clients and agencies.

Today we work alongside marketing, communications and procurement professionals, advising them on their agency review processes, encouraging best practice in managing agency relationships and helping them make informed decisions.

This gives us a useful and valuable perspective as we see at first-hand the reasons why clients pick some agencies and reject others. Using this intimate knowledge of the way clients make those crucial decisions, we help agencies improve their performance both during and beyond the pitching process.



AAR IS A THOROUGHLY
PROFESSIONAL AND
DISPASSIONATE OUTFIT
THAT OPERATES WITH
INTEGRITY AND KNOWS
THE INDUSTRY LIKE THE
BACK OF ITS HAND.

JOHN TYLEE, ASSOCIATE
EDITOR, CAMPAIGN



What we do for agencies

NEW BUSINESS OPPORTUNITIES

We began life as an intermediary and remain the leading consultancy in the marketplace, helping between 70 and 100 clients each year with their agency relationships. The pitches with which we are involved vary greatly in terms of size and scope. The majority of our work is with UK clients looking for agencies to handle domestic, international or global briefs but we also help clients from outside these shores who view the UK as a centre of excellence.

Our brief from clients is to find the right agency, whether or not they formally subscribe to AAR. We take an impartial view of the agency landscape and consider all those appropriate for inclusion. Being an AAR subscriber is not a pre-requisite to making it onto a pitch list!

For all agencies, we will provide you with continuous advice, support and feedback at all stages of the search programme to help you learn from successful and unsuccessful outcomes.

CONSULTANCY

We help agencies improve in both their new business activities and their dealings with existing clients. Our consultancy services are aimed, primarily, at supporting Business Development and agency Senior Management to compete for new business and develop existing relationships more effectively.

We act as an impartial new business consultant, advising on everything from brand positioning to pitch presentation techniques and pricing structures.

By tapping into AAR's unique knowledge of the market, you will be able to access a valuable resource for your agency to be more competitive going forward.

GROUP TRAINING, WORKSHOPS AND SEMINARS

Over the years, we have become aware that there is little training available for those working in agencies in the area of new business and business development. We have, consequently, created a range of training modules that 'package up' our knowledge for the wider 'pitch squad' or client services team within your agency. So, whether participants are new to new business or focused on establishing and developing a new or existing client relationship, these training sessions offer a blend of theory and practice that will make your agency stand out from its competitors.

We also offer monthly half day group training sessions throughout the year, focusing on new business and agency leadership skills, with something for every level of seniority and experience.

NETWORKING

To help you meet your peers in the new business community, we get everyone together for social and professional events throughout the year. This might be a fun (and very competitive!) agency quiz night or a masterclass lecture from a high profile, inspiring marketer.

UNIQUE DATA AND RESEARCH

We conduct extensive research into the communications agency marketplace, and regularly share our exclusive findings with agencies through published data and dedicated events.



WE HELP AGENCIES
IMPROVE IN BOTH THEIR
NEW BUSINESS ACTIVITIES
AND THEIR DEALINGS
WITH EXISTING CLIENTS.

How we work with agencies

We work with agencies in 3 ways:

- On a subscription basis
- Through bespoke, one to one consultancy on a project basis
- Through group training at seminars, masterclasses and events

Those agencies who subscribe to AAR have access to a range of benefits as part of their yearly fee.

Agencies who prefer not to have a retained relationship with AAR can access individual elements of our services as and when it suits them as stand-alone products.

Product key:



Included in AAR subscription



Available to purchase by non subscribing agencies



Outside of AAR subscription. Available to purchase by all agencies



Exclusive to AAR subscribers only



Consultancy

For winning new business

STRESS TESTING YOUR AGENCY POSITIONING

Half Day (4 hours)



To compete in a very crowded market place, it is important for agencies to have a strong point of view about how they will help solve particular client problems. This gets clients attention and once you have that, they are keen to hear your approach and the outputs this point of view delivers.

This workshop, typically a half day, is focused on helping you to stress test your positioning against our knowledge of the market. Our goal is to help you sharpen the positioning for your agency and find the most distinctive way you can tell that story while avoiding the word bingo that prevails in the majority of agency credentials we see. By creating your own strong narrative, we will help you stand out from the crowd and be more memorable to the clients you meet.

Fee dependent upon numbers and location

TAILORING YOUR MESSAGE

Half Day (4 hours)



Once your positioning is in place, the key to successfully converting your opportunities lies in the ability to articulate your core story for different situations and channels to market.

So how do you adapt to these differing situations? This half day workshop will help you refine your message to suit your target clients, tailor it to the channels available to you and what tactics you could deploy to beat the competition.

Fee dependent upon numbers and location



TO COMPETE IN A VERY CROWDED MARKET PLACE, IT IS IMPORTANT FOR AGENCIES TO HAVE A STRONG POINT OF VIEW.

Consultancy

For managing existing relationships

TIME TO REINVENT THE ROLE OF ACCOUNT MANAGEMENT

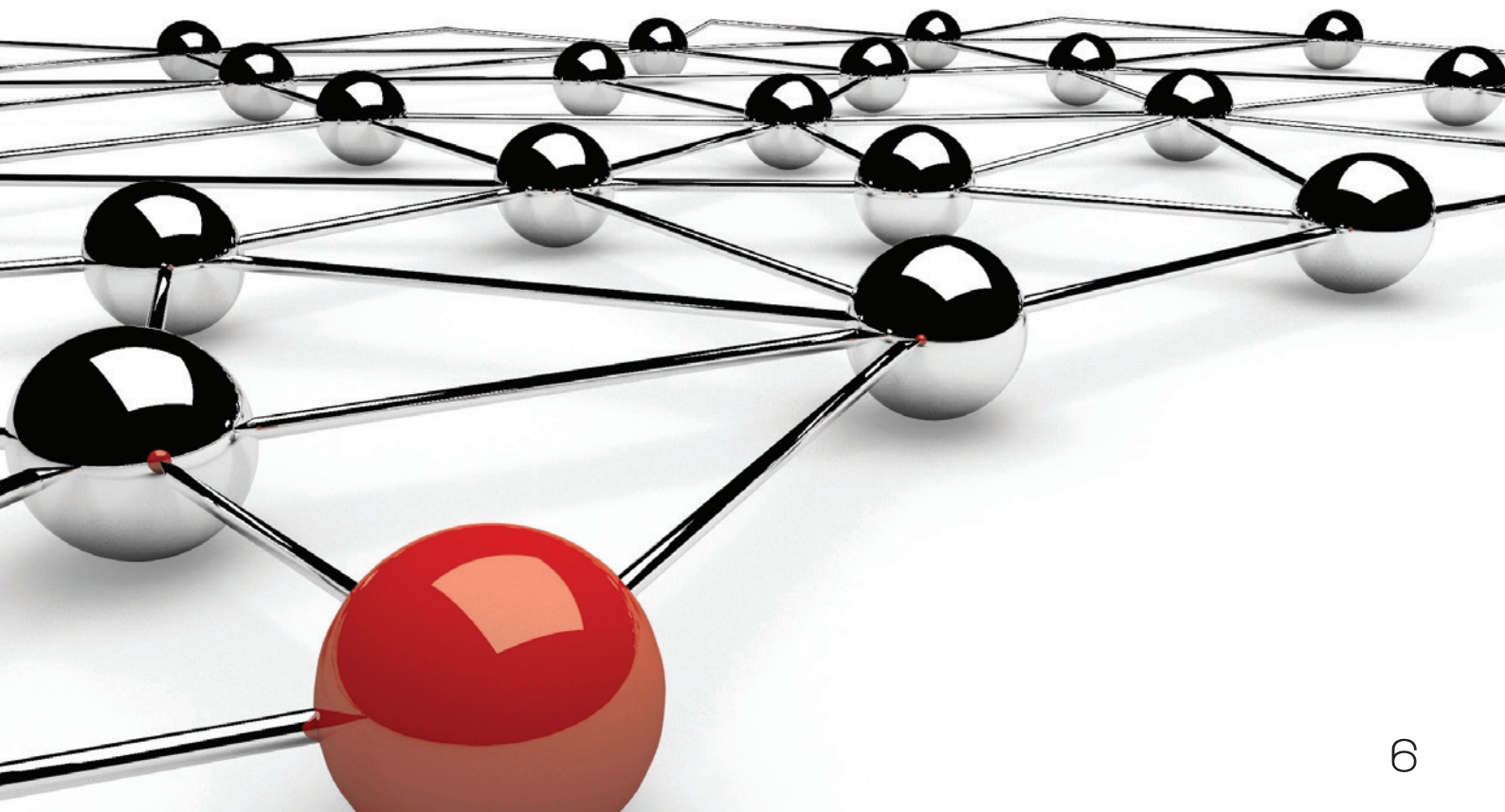
Length: 3 hours, 2 x AAR Directors



We're currently seeing a trend of clients putting business up for pitch based on 'the calibre of the team wasn't good enough' rather than the more 'traditional' issues with creative or strategy. As retention and organic growth of business from existing clients becomes increasingly important, we look at what might be the causes of this worrying trend.

From the pressure clients are under grappling with an always-on world to the issues agencies have in retaining and recruiting the right skills, we will share insights to help you assess and devise a possible approach that's right for your agency, and discuss the barriers that get in the way.

Fee dependent upon numbers and location



Group training

For winning new business

HOW TO COMPLETE AN RFI OR TAILORED CREDENTIALS THAT STAND OUT

Length: 2 hours



This session is aimed at those within the agency who complete Requests For Information or produce tailored credentials on a regular basis. For the client, this is an incredibly comparative exercise. While they may have an idea of what the key criteria is for their brief, it is useful to remember that it may have been some time since they scanned the market to see what's out there. So, we find the initial criteria is, more often than not, challenged by what agencies are currently doing.

This creates 'context' for how your submission may be viewed and this session is designed to help you understand how the client reads and digests what you send them and how to avoid the common pitfalls while being true to your positioning as an agency.

There is the option to take this a stage further and get your team to complete an RFI for real and submit it to us for a critique.

Fee dependent upon numbers and location

BUILDING CHEMISTRY IN YOUR FIRST MEETING

Length: 2 hours



When you are looking for a new flat or house what's the first thing you say to yourself when you walk in? Could I live here? And it's very similar for clients. First impressions count and we have probably sat in more Chemistry meetings than anyone else so this session is aimed at sharing our experience with your wider 'pitch squad'.

We will take you through the four key areas that matter and provide insights into how clients approach these meetings as well as the advice we give them along the way.

As a follow-up, we can extend this session to include role play by allowing a week's prep and rehearsal before presenting to AAR and agency Senior Management as a dummy client.

Fee dependent upon numbers and location

Group training

For winning new business

THE SECRETS OF SUCCESSFUL PITCHING

Length: 2 hours



New business has probably never been more important to agencies. In an increasingly competitive environment, every opportunity needs to be maximised, from the initial Chemistry Meeting to the final Pitch, and beyond. Learn what you should be doing more AND less of.

In this interactive workshop, participants are encouraged to share their own experiences – and there's an opportunity to hear some "horror stories" to make you feel better! You'll hear first-hand what is really important to clients, and see these meetings from their perspective; gain some practical ideas that you can implement on your next new business opportunity; be able to ask those specific questions that have been bugging you about new business...and get answers! This session is designed for all those involved in new business, at any level.

Fee dependent upon numbers and location



IF CLIENTS ARE COMING TO US VIA AAR, WE KNOW THEY ARE SERIOUS AND WE HAVE THE REASSURANCE OF KNOWING THAT A PITCH IS GOING TO BE PROFESSIONALLY RUN. AGENCY CEO, CAMPAIGN

AAR MASTERCLASSES



Dates and topics for the 2018 series of Masterclasses held in the Loft at the Ivy Club on West Street, WC2H are confirmed as follows:

- Thursday 22 February:** Developing your agency proposition
- Tuesday 15 May:** Pitching to win
- Tuesday 2 October:** Creating strong client:agency relationships
- Tuesday 6 November:** Developing your agency proposition

Each session starts at 08:30am and finishes at 10:30am, with breakfast served from 08:15am.

Places start from £199 ex VAT and bookings open a month in advance.

Workshops

For winning new business

TRAINING: **BUSINESS DEVELOPMENT APPRENTICESHIP (BDA)**

Length: 5 x 90 minute sessions



Responding to many discussions with agency leaders, we created an intense five session course singularly designed to get people who are coming into business development for the first time up to speed as quickly as possible.

We are now in our sixth year of running the highly successful Business Development Apprenticeship and have seen 200 new business people 'graduate' over that time.

During the first session, participants are divided into teams of four and compete against each other for the duration of the course.

Course outline:

Week 1: Sources of new business (including from existing clients); how to develop a new business strategy; how to create a proactive approach to new business; how to complete an RFI

Week 2: Working in a new business team; collateral materials - what works and what doesn't

Week 3: Feedback on RFI's; basics of Chemistry Meetings - including do's and don'ts

Week 4: Live Chemistry Meetings at which the teams will have the opportunity to participate in a 'real' session

Week 5: Feedback on Chemistry Meetings and what to do on Pitch Day; summary and award of Certificates

Course dates:

Spring - 5 weekly sessions: Commencing 20 February until 20 March 2018, every Tuesday morning from 8.30am - 10.00am.

Autumn - 5 weekly sessions: Commencing 18 September until 16 October 2018, every Tuesday morning from 8.30am - 10.00am.

Location:

The House of St Barnabas, 1 Greek Street, Soho Square, London W1D 4NQ

Booking:

If you have any delegates who are new to new business and could benefit from a basic introduction to the world of business development, then please contact **Kit Connolly** on KConnolly@aargroup.co.uk or visit our website www.aargroup.co.uk.

Fee: £1,400 + VAT per place for AAR subscribers
£1,600 + VAT per place for all other agencies

Workshops

For managing existing relationships

CREATING STRONG CLIENT: AGENCY RELATIONSHIPS

Length: 1 day workshop



The inevitable consequence of an increasing number of agencies offering a range of integrated services is that business growth from existing clients becomes as important as 'new' new business.

This workshop focuses on how to build lasting relationships with clients by highlighting why they break down in the first place. Aimed at the Client Services or Senior Management teams, our workshop will give you the tools to imbed best practice into your agency's way of working. The one day workshop comprises two parts:

Part 1

- Overview and context: of what clients think
- Transition: Do's and don'ts for embedding a relationship in the first three months
- Getting the basics right – from a client's perspective
- Escalating issues – when, how and with whom
- Selling ideas – from a client's perspective
- Cross-selling – when, how and with whom
- Performance evaluation
- Proactive re-alignment

Part 2

- Builds the agency approach by selecting and adapting relevant ideas and tools
- Roles and responsibilities, implementation and measurement

Fee dependent upon numbers and location



Bespoke consultancy

One on one



AAR offers a one on one or single agency mentoring service and provides bespoke assistance covering the following areas:

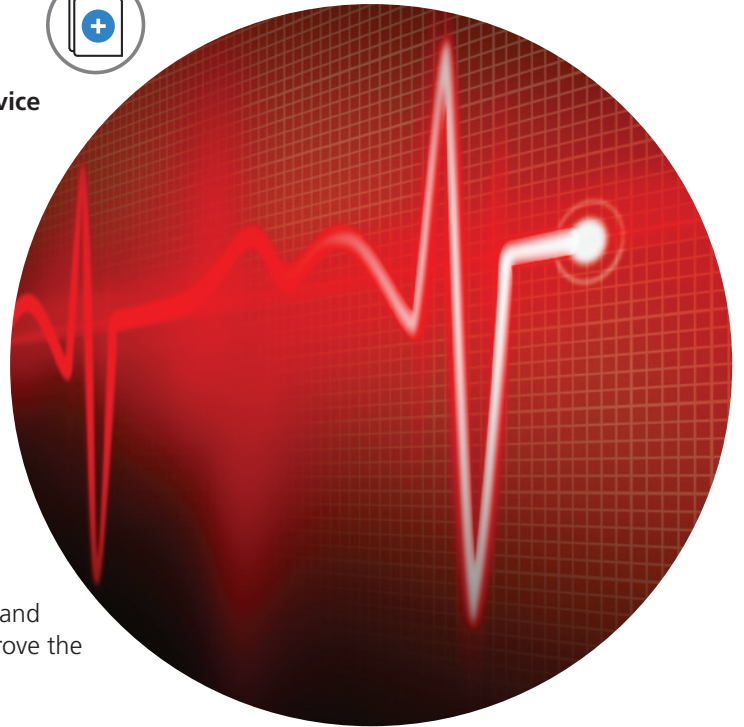
- Mentoring
- Pitch doctoring
- Attendance at in house new business workshops and away days

Our mentoring service is available to New Business Directors, Managers or Senior Management involved in new business who require a regular sounding board and advice in the form of monthly meetings.

In addition, we are available to act as a Pitch Doctor to review and critique agency pitches and recommend changes that will improve the logic and flow of a presentation.

We do not offer a Pitch Doctor service on pitches with which AAR is involved, nor do we advise more than one agency on any one pitch.

For agencies who are looking for an informed participant or Chair to attend new business away days or workshops, we can provide the most relevant AAR consultant for your needs.



Transition



As part of our work to ensure new client: agency relationships get off to a flying start, we offer consultancy to clients and agencies which helps them to create and implement the right transition plan.

This can include everything from establishing the right working practices, an SLA (Service Level Agreement) framework and escalation agreements through to useful prompts about the essentials to agree during the first month and the subsequent two to three months, providing checklists for getting the basics right from the start. This consultancy helps agencies to identify and pre-empt some of the common niggles and issues that can undermine a great relationship if allowed to go unchecked.

We advocate that both agency and client undertake a short programme of consultancy with AAR, four to six months after any new appointment, and we strongly recommend that both client and agency contribute equally to the cost.

This consultancy takes the form of a simple online questionnaire, completed by both the client and agency teams. It will confirm where the relationship is delivering against expectations, tease out emerging issues, and provide an objective action plan to iron out these issues in a swift and effective fashion.

The output is also often used to realign KPIs, articulate useful SLAs and influence PBR arrangements for Year 2.

Bespoke consultancy

Managing client:agency relationships

Performance evaluation



Reviewing your relationship with your clients on a regular basis is clearly best practice. While many agencies operate their own programmes, AAR's consultancy in this area can add a different perspective.

AAR offers a specific review for relationships under a year old, 'Health Check', and an ongoing review for more established partnerships. Both are confidential, diagnostic and objective reviews that not only drill into what's going well and what needs improvement but also consider what is needed looking ahead.

Using a combination of online surveys and stakeholder interviews, AAR's relationship reviews are quick, simple and time efficient and don't detract from other priorities or day to day delivery. They're forward looking, deliver clear recommendations on what needs to change, what needs re-engineering and what needs to be recognised and built on to enable great work and they can be used to set specific targets for SLA's, KPIs and PRP conversations.

Our relationship reviews are also entirely mutual, with both client and agency committing to the review process practically and, we recommend, financially.

TOO OFTEN AGENCY REVIEWS ARE A LITTLE ONE-SIDED. THIS MOST DEFINITELY IS NOT. THE PROCESS CAN HELP TRANSFORM A GOOD RELATIONSHIP INTO A POWERFUL PARTNERSHIP.
AGENCY CEO

Commercial evaluation



The commercial evaluation consultancy that we offer is tailored to the specific requirements of each agency.

Drawing on a combination of our extensive database of agency rate-cards (which can be analysed by discipline, agency size, job function and seniority), consistent review of analysis of agency remuneration proposals and close working with client procurement teams, we can offer agencies an informed and contemporary perspective about their commercial relationships with their clients.

Areas where we have been able to provide consultancy to agencies include demonstrating the competitiveness of their hourly rates during a pitch process, views on whether they are undercharging or overcharging for their Overhead Recovery Rate and what Performance Related Payment options are currently being employed.

In all our commercial work, we deliver a balanced perspective that will be fair to agencies and clients alike.



Additional services

Seminars

We offer monthly half day seminars around such subjects as pitching, account management, working with procurement, managing the media and collaboration. Recognised as contributing to the Continuous Professional Development Award Scheme by both the DMA and the IPA, our programme of core and senior management seminars are exclusively for subscribing agencies only.

A full schedule of seminars for 2018 can be viewed on our website www.aargroup.co.uk in the Events section.



Networking

To help you meet your peers and get to know the marketing communications community in an informal atmosphere, we hold quarterly networking events for our subscribing agencies.

Full details of the dates and venues for the 2018 calendar can be viewed on our website www.aargroup.co.uk in the Events section.



Data and research

All AAR subscribers have password protected access to our www.aarnewbizmoves.co.uk database.

This is a unique tool created and managed by AAR that summarises information on account moves from 1997 onwards. Subscribers can run reports on companies, brands and sectors of their choice, customising data ranges, geographical scope and media types.




In addition, we compile data on the UK new business market including six monthly, year on year, five year and ten year analysis.

A separate introduction to www.aarnewbizmoves.co.uk and how it can help you is also available on request.

Throughout the year, we publish a large amount of research to which AAR subscribers have access before its release into the public domain. These include surveys on agency investment in marketing and new business, agency hourly rates and our yearly summary of the world of new business: Pulse.



Our service to agencies – at a glance

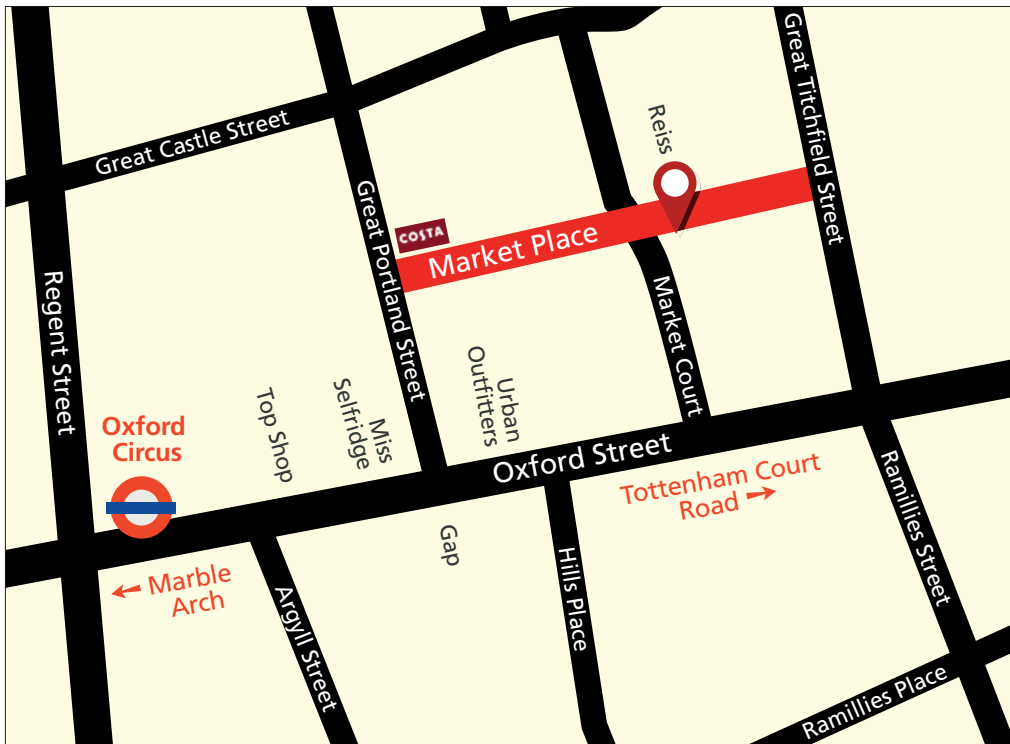
	 INCLUDED IN AAR SUBSCRIPTION	 AVAILABLE TO PURCHASE BY NON- SUBSCRIBING AGENCIES	 AVAILABLE TO PURCHASE BY ALL AGENCIES
CONSULTANCY			
Stress testing your agency positioning	Yes	Yes	-
Tailoring your message	Yes	Yes	-
Time to reinvent the role of account management	Yes	Yes	-
GROUP TRAINING			
How to complete an rfi or tailored credentials that stand out	Yes	Yes	-
Building chemistry in your first meeting	Yes	Yes	-
The secrets of successful pitching	Yes	Yes	-
Masterclasses	-	Yes	-
WORKSHOPS			
Training: business development apprenticeship (bda)	-	-	Yes
Creating strong client:agency relationships	-	-	Yes
BESPOKE CONSULTANCY			
One on One	-	-	Yes
Transition	-	-	Yes
Performance evaluation	-	-	Yes
Commercial evaluation	-	-	Yes
ADDITIONAL SERVICES			
Seminars	Yes	-	-
Networking	Yes	-	-
Data and research	Yes	-	-

All agencies are considered for all appropriate new business opportunities.

Want to talk more?


If you're interested in becoming an AAR subscribing agency, want more details on any of the sessions outlined above or have something more specific you'd like to discuss in the area of client: agency relationships, please pick up the phone and ask for Tony Spong. He can be reached on **020 7612 1200**.

If you prefer to email, Tony's on tspong@aargroup.co.uk. We'd love to share how we can improve your agency performance during and beyond the pitch process.




HOW TO FIND US

From Oxford Circus tube station walk east along Oxford Street, past Top Shop. Turn first left into Great Portland Street. At Miss Selfridge, turn right into Market Place (Urban Outfitters is on the corner). AAR is just past Market Court on the right hand side, opposite Reiss.

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