

AGENCY SELECTION CRITERIA

Rate from 1-10

- *Have they answered my brief?*
- *Do they understand the category?*
- *Have they got a clear point of view on issues and opportunities?*
- *Who will actually work on the business?*
- *Look to the long term – are they suitable to grow with us?*
- *Do I like them?*
- *Have they got testimonials & client references?*
- *Can they give detailed case histories & explanations?*
- *Do they offer good value? (low price does not always = good value)*