

AGENCY DECISION PROCESS MATRIX

AGENCY: _____ MEETING DATE: _____

THE CONTEXT

1. Does the advertising agency work for my competitors?

Direct competitors	Nature of Work (Potential Conflict of Interest)	Indirect competitors	Nature of Work (Potential Conflict of Interest)
_____	_____	_____	_____
_____	_____	_____	_____

Comments: _____

THE AGENCY

2. What are their competences in terms of digital media?

SEM	-	○ ○ ○ ○ ○	+	Linkedin	-	○ ○ ○ ○ ○	+
Facebook	-	○ ○ ○ ○ ○	+	Instagram	-	○ ○ ○ ○ ○	+
Twitter	-	○ ○ ○ ○ ○	+	Other _____	-	○ ○ ○ ○ ○	+

3. How does the advertising agency get paid?

- Agency fee _____ %
- Flat fee _____ example
- Timesheet _____ av. price/h

4. What is the working method in the agency?

(Service Design, ZAG, Branding Identity, Brand Strategy System, other)

5. Realisations / Portfolio / Case study

What is your favorite?	Which additional information would you like to have?
_____	_____
_____	_____

Comments: _____

6. Do they mention Key Performance Indicators (KPI)? Y N

Example	Impact	Objective	Benchmark
_____	_____	_____	_____
_____	_____	_____	_____

7. Recommendations (References)

Name of the Company	First Name	Surname	Project Contact
_____	_____	_____	_____
_____	_____	_____	_____

Comments: _____

EMOTIONAL FACTORS

8. Gut feeling

