

## Agency Partnership Guide



Self-help authors make millions of dollars each year telling us the exact same thing: The key to any successful relationship is open and honest communication. Whether it's a marriage, a friendship or a business partnership, that basic rule always applies.

We want the relationship between your organization and **CurrentMarketing** to be one of the success stories. You hired us to be your strategic partners – and to help you achieve specific goals. In order to do that, we have to know how to talk to each other.

That's why we created this guide, so you'll always know what to expect.



Our mission is to provide the most effective marketing solutions possible within a given budget.

To do this, we must:

- Assemble and retain a team of creative marketing professionals who share this vision
- Provide an exciting and professional working environment which fosters creativity, growth and excellence
- Adopt and adapt emerging technologies to offer real-world improvements in capability and quality
- Align ourselves with vendors and suppliers who provide exceptional service and value
- Limit our growth to clients with comparable business cultures and desires for success

The satisfaction of producing work of outstanding quality and value will complement the financial rewards generated through our clients' success.

## Corporate Culture

Our strong internal relationships are what allow us to work so well with our clients. Our team is stable. As a result, our principals and our employees are committed to you for the long run.

We believe in collaboration and in giving more than we take. Each member of our team brings a special set of skills, earned in a wide variety of disciplines, to the table. Our people are our most valuable asset, and by communicating openly with each other, we create an environment where they feel supported and encouraged.

Our team is multi-talented, and we make a point of indulging that. We promote a “pitch in, help out” atmosphere that keeps everyone stimulated. Our staff can do the job, and we’ve got the experience to prove it.

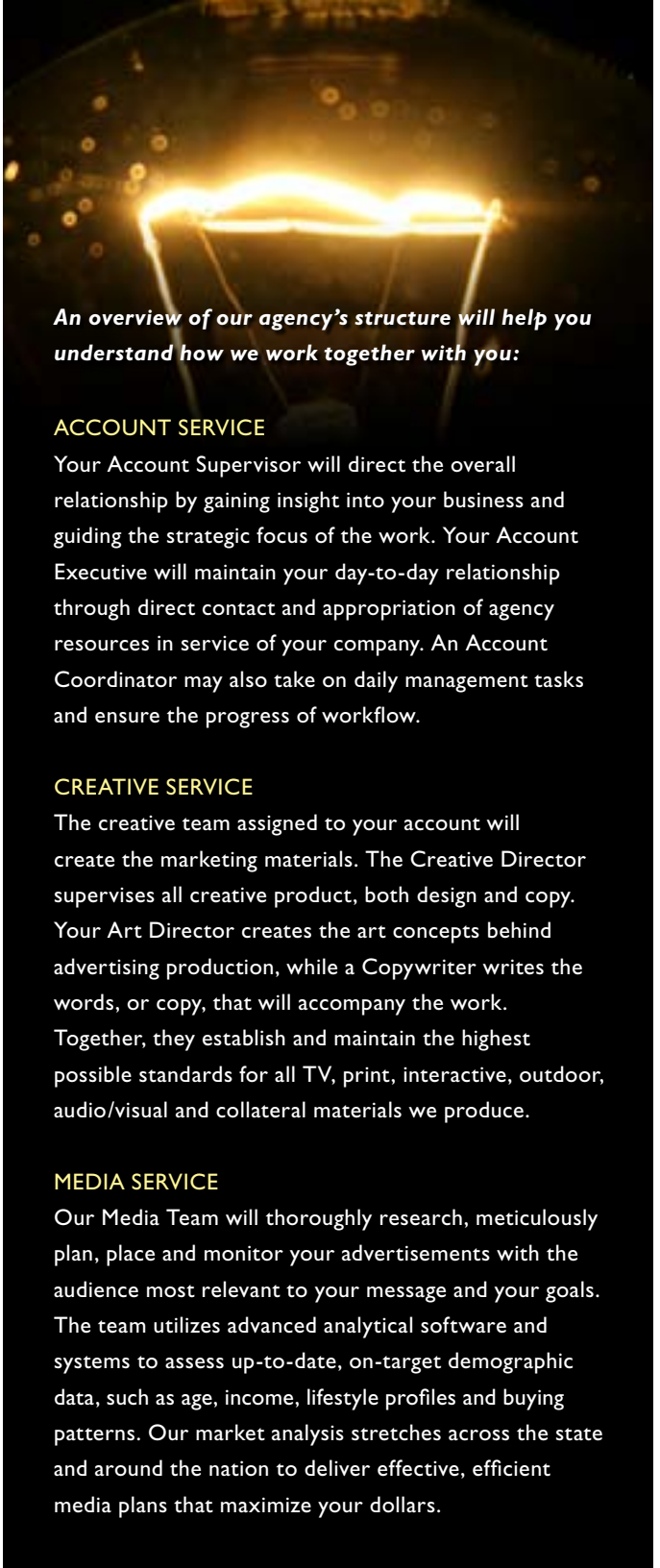
Guests in our office usually tell us that they get a warm, friendly feeling from our space – and from our culture. In an industry known for combative, stressful job environments, we’ve made a conscious effort to reduce the tension in the workplace. Happy employees produce better work, pure and simple. And the work is the most important thing, because our clients’ growth is the only measure of success that matters.

Whether you bring us in for projects, embrace us as your marketing department or create a relationship between those two extremes, **CurrentMarketing** is adaptable to any situation that meets your goals.

Rick Schardein, Lisa Koier and Nick Ising are our three principal owners, and each comes to **CurrentMarketing** with a foundation in the creative side of advertising. Their intimate knowledge of public relations, graphic design and copywriting enables better communication between the agency and our clients.

Client relationships take many forms, and we want to make this one convenient for you. Do you prefer to be contacted via email? Are you a weekly meetings person? Or will an as-needed basis be better suited to your schedule? We're a team and willing to work the way you want to work.





*An overview of our agency's structure will help you understand how we work together with you:*

#### ACCOUNT SERVICE

Your Account Supervisor will direct the overall relationship by gaining insight into your business and guiding the strategic focus of the work. Your Account Executive will maintain your day-to-day relationship through direct contact and appropriation of agency resources in service of your company. An Account Coordinator may also take on daily management tasks and ensure the progress of workflow.

#### CREATIVE SERVICE

The creative team assigned to your account will create the marketing materials. The Creative Director supervises all creative product, both design and copy. Your Art Director creates the art concepts behind advertising production, while a Copywriter writes the words, or copy, that will accompany the work. Together, they establish and maintain the highest possible standards for all TV, print, interactive, outdoor, audio/visual and collateral materials we produce.

#### MEDIA SERVICE

Our Media Team will thoroughly research, meticulously plan, place and monitor your advertisements with the audience most relevant to your message and your goals. The team utilizes advanced analytical software and systems to assess up-to-date, on-target demographic data, such as age, income, lifestyle profiles and buying patterns. Our market analysis stretches across the state and around the nation to deliver effective, efficient media plans that maximize your dollars.

## INTERACTIVE MEDIA SERVICE

An Interactive Developer creates your leading-edge digital content, utilizing an extensive background in film, video and audio production. This person develops, maintains and executes your broadcast and internet content, including staying current on developments in digital and interactive technology.

## ADMINISTRATIVE SERVICE

An administrative team facilitates the relationship between you and **Current**Marketing by keeping business moving. The Traffic Manager carefully monitors workflow to ensure consistency and standardization across all projects. The Accounting Manager generates, posts and tracks accounts receivable and accounts payable, among other accounting tasks. The Print Buyer estimates all our printed materials and any special projects that must be purchased from outside vendors. This person obtains the best price and delivery turnaround possible for all your projects by leveraging our purchase volume.

Many agencies of our size do not employ a full-time print buyer. We prefer to let one individual focus entirely on the task of print buying, rather than forcing an account executive to split his or her attention – or worse, leaving you to be bothered with those details. We solicit at least three bids for each job, guaranteeing you the best price available.

**Current**Marketing is full of responsible touches like that. It's all part of our efforts to have the best relationship with our clients that we can.

Whether we're laying out an entire brand identity for you, designing a specific campaign, or just handling a single promotional piece, **CurrentMarketing** sticks to our workflow process to keep your project running smoothly, on time and within budget.

The most detailed version of that process happens at the beginning of a large-scale campaign:

## Workflow Process

Client Contact > Contact Report >  
Positive or Negative Charge > Re-Con



Plug-In Meeting > Brainstorm > Connect >  
nect > Internal Review > Client Presentation > Feedback

After meeting with you, our account executives file a Client Contact Report in Current**Track**<sup>™</sup>, our agency management system that we will discuss further in the next section. That report is accessible to everyone on your account team, so they can then prepare for the Plug-In Meeting.

At the meeting, the account team discusses your needs, the budget and any other relevant information, and then begins brainstorming on your behalf. The team breaks to work independently and in small groups, punctuated by periodic meetings to share ideas.

Those ideas get rejected or refined, until they are considered ready to undergo our internal review process. Once we are confident that our ideas will accomplish the goals established by the marketing objective, we present them to you for your feedback.

# CurrentTrack

As a stakeholder in the **CurrentMarketing** creative marketing process, you benefit from real-time access to all of the details of your account. You get it, thanks to **CurrentTrack** – our web-based workflow management and accountability tracking system.

**CurrentTrack** allows us to work with a speed and efficiency that would otherwise be impossible. Being web-based, the system is accessible anywhere, at any time. Within 24 hours of a client meeting, notes on that meeting are in the system and available for everyone to reference. Even before a Plug-In Meeting, everyone on the team can familiarize themselves with the issues and come prepared to move forward.

When you call us with a question, there's no need to worry about who knows the answer. With **CurrentTrack**, any one of us can find the information you need. We save time by having ready access to project histories, budgets and costs, which helps our planning and streamlines data management.



# CURRENT TRACK

Best of all, **CurrentTrack** eliminates redundancy. No more repeating the same information five times to different groups. No more lost notes. No more waiting around for someone to have time to fill you in. No more wasting time tracking down the information that should be at your fingertips, any time, any place.

**CurrentTrack** has become so successful that we have chosen to market it to other agencies through our sister company, Developware, Inc. The system is now in worldwide use, promoting better organization and a new means of communication. **CurrentTrack** users form a global community, offering feedback and helping Developware improve its best practices on a daily basis.

The point is, your relationship with **CurrentMarketing** will be better, faster and more convenient because of the superb management capabilities of **CurrentTrack**.



Your needs are met in-house at **CurrentMarketing**. As a full-service advertising agency, we can supply better continuity from creative concept to delivery of media response than most other agencies. You can relax with the assurance of consistency in the details from start to finish, project to project, year after year.

- Perform and analyze primary research studies of your markets
- Production and placement of advertising media, including television, radio, print, interactive, outdoor, animation, Internet, audio/visual and collateral materials
- Public relations, including querying stories and event planning on any scale
- Develop and implement cost-effective media strategies, including television, Internet, radio and print buys
- Full in-house video production and editing capabilities
- In-house printing and assembly for quantities less than 1,500
- Interactive CDs, DVDs and other technology discussed in the next section
- Marketing Matrix
- E-Marketing

**Current**Marketing provides you with access to all the services you would expect from a national marketing firm. From sophisticated strategic research and planning to top-drawer creative; from design in BOTH traditional and emerging media to aggressive negotiating skills in media and production. All with the personal service and attention-to-detail of a local boutique.

A good example is the Marketing Matrix that **Current**Marketing can prepare in partnership with you. You know your business better than anyone, so you are a great source to guide our efforts. As a team, we will determine who you want to reach with your advertising. Next, we decide what action you want them to take. In order for them to take that action, what do they have to believe – what will motivate them? Finally, we set out a plan for what must be done to change your target's behavior, including how to communicate with your target market and what media will be the best way to reach them. Once the timeline has been refined, it will inspire the work done by our agency to meet your goals.



This relationship is based on our ability to understand and meet your needs in the most efficient, forward-thinking way possible.

One of the major ways we do that is to embrace and invest in technology. Our passion for the latest breakthroughs keeps us true to our name and our concept. Whether you need an interactive DVD, website animation or in-house video editing, **CurrentMarketing** stays on top of the trends to offer you the ones with the most promise and the best return on your investment.

Our full set of interactive media products includes website development, e-commerce, CD-ROMs, DVDs, interactive kiosks, direct email marketing, e-newsletters, online advertising, banner development, traffic building, targeted placement, application development, database development and enhancement, statistical tracking and analysis, presentation materials, hosting and Flash animation.

We employ a full-time Chief Technical Officer, which is unusual for an agency of our size. We utilize our own servers so we can maintain websites we develop.

For the most current technological thinking out there, the choice is clear: **CurrentMarketing**.

Here at **Current**Marketing, we take a budget-conscious approach to our work. We pride ourselves on being innovative within our means, and we never charge you for initial meetings. The “meter” doesn’t start running until work actually begins.

And before that happens, we always present a budget to you. That budget covers estimated costs, and it rolls in everything from print-buying to production hours. We are dedicated to staying within the budget, as well as helping you determine what is an appropriate budget to reach your goals. We rarely exceed our budgets, and when we do, we take it upon ourselves as an investment in our relationship.

Media is subject to the industry standard markup of 15% and is prebilled a month in advance. Full documentation always accompanies our work, which is to be paid for within 30 days of completion. However, for long-term or ongoing projects, Work in Process bills will be issued. That way, the budget will be evenly distributed over the life of the project.

The procurement of certain items, such as photography, printing and specialty items, is handled by **Current**Marketing. We then maintain accountability for the quality of those items, and we typically add a standard professional markup.

We work with clients who want to work with us, so we rarely have a need for contracts. If either party wishes to terminate the relationship, we observe a 60-90 days’ notice period. We owe you that respect, and we appreciate receiving it in return.



# Bright Ideas for Brilliant Relationships

A successful relationship really is simple. The open, honest communication you need comes naturally – once the expectations are established.

We pride ourselves on the relationships we've formed over the years and the results we have achieved. That's why we got into this business in the first place. To work together, and to build a successful partnership that benefits your business.

***Because our clients' growth is the only  
measure of success that matters.***



**CurrentMarketing**  
ADVERTISING · DESIGN · IDEAS

1324 E. Washington St.  
Louisville, KY 40206  
502.589.3567  
FAX 502.589.6448

[CurrentMarketing.com](http://CurrentMarketing.com)

*The Company of Bright Ideas!*