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Accountability in Advertising

By Louis Victor

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There has been a lot of talk as of late in regards to the level of accountability that an advertising agency should have when working with an advertiser on it's branding and campaign endeavors. Since the "Merger Mania" of all the big players in the advertising industry has been in full swing there have been a lot of accounts in review and accounts jumping from one agency to the next.

So what are the advertisers actually looking for, are they looking for new ideas? Perhaps, are they looking to build or rebuild their image? Could be or are they in search of the agency that steps up to the plate and says "Hey we're partners in the growth of your company and it's our responsibility to help increase your sales revenue and if we can't then we shouldn't get paid". Simple thought but not 100% realistic because there are a lot of cost associated with developing branding ideas and then launching the initiative. But there has to be a comfortable medium that would make sense to both the ad agency and the advertiser.

Recently at a panel discussion during "Advertising Week" in New York, Stefan Jacoby of Volkswagen made a very strong statement in regards to ad agencies, "The 15% rule is ancient, ad agencies should share accountability with the advertisers". Low and behold they are working on consolidating their global billion dollar advertising efforts with just one ad agency, as opposed to five or six. Well if that isn't an indication of things to come then I don't know what is. Everyone will have an opinion on this subject, as will I, but it doesn't change the fact that when an advertiser brings in an ad agency, they don't do that just to create a cool commercial and a catchy line, they do it to help increase their sales revenue. So if the ad agency doesn't do well, they get fired, but they also get paid their fee.

Maybe that is why there are so many advertisers looking for that right agency, they are looking at smaller independent shops and are seeing results, they are asking the bigger agencies for that special something for their brand and wait for the proposals to roll in.

Competition brings the best out in all of us and that's what advertisers hope for when they send out that RFP. They look for that one thing that sets one agency above the rest for their brand. I would venture to guess that in VW's case it may be accountability.

So what is that comfortable medium, maybe it will work as any joint venture or partnership normally works, both parties have something to lose if the partnership or joint venture isn't profitable. What ever the standards morph into I am sure that it will force ad agencies to tap into their creative souls and come out with their best, develop knock out media plans to send their clients message where it will be the most effective and collect their reward at the end of the day. Giving the advertiser what they are looking for and the agency getting what they worked hard for and deserve. As simple as that sounds is as complicated it can be, but that leaves this topic open for discussion.

Louis Victor - New Age Media Concepts

None

Why Book Writers Need A Running Mate

By Marvin D. Cloud

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By far, I have found that the lack of discipline is the biggest hindrance for most people, when it comes to writing a book of any kind. Although I urge you as a would-be writer to develop a theme because once you are clear on "why" you want to write a book, your motivational level will shift into a higher gear, I also urge you to get an accountability partner. This person will be the most important asset you can have as a writer.

However, choose carefully, because the role of the accountability partner is to make sure that you are following your commitment on a daily basis. The partner is responsible for calling, e-mailing you or talking to you by phone or in person every day to check the progress of your book. This person should be gentle enough to keep you encouraged, but forceful enough to not be afraid to chastise you.

In other words, your accountability partner will "hold your feet to the fire" to make sure you keep moving forward. Believe me; this person is worth his or her weight in gold. Why?

Although I promise you that writing a manuscript is easier than you might think—you don't need to be a seasoned writer—it is not the easiest thing in the world to do. There will be plenty of times when you will want to scratch the whole idea. Your accountability partner is your cheerleader, telling you, "We have spirit, yes we do!" and exhorting you on to "V.I.C.T.O.R.Y.," even when it seems like you are in the waning minutes of the game and your team is losing 42-0.

Games are played, one at a time. If you lose today, unless something tragically happens, there will be another one tomorrow. Television's Dr. Phil said, "Everyone wants to be a hero on Saturday. The big difference between winners and losers is that the winners work hard every day to do what it takes to win."

If you fail your writing task today, you can start again tomorrow. However, losing seasons occur when in the end, you have lost more than you have won. Most new writers and seasoned ones as well, don't

write as much as they can on a daily basis.

Even writing part-time, two pages per day is a good start, and more can easily be done if the effort is put forth. However, most of us need that extra push from someone who genuinely cares about us and our project, to keep us in the game. Although it is good to find a like-minded individual, in some ways, your accountability partner's character should be diametrically opposed to your character.

For example, if you know you need a lot of hand-holding, your accountability partner should definitely be a self-starter. If you are a pessimist, your partner should be an optimist. However, if you are an optimist, it is usually better for you not to pick a pessimist for your partner.

By Marvin D. Cloud, founder of mybestseller.com and author of "Get Off The Pot: How to Stop Procrastinating and Write Your Personal Bestseller in 90 Days." Visit <http://www.mybestseller.com> and

grab a free copy of the "Get Off The Pot" newsletter, dedicated to motivating ordinary people with extraordinary stories to write, publish and sell their books faster, efficient, and cheaper.



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