

Riger

R E P R I N T

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The Riger FAQ: Ask Us!

1. What can an agency do for me?

Your ad agency will provide all the services necessary to manage your total advertising and marketing program. Depending on your business's goals, present needs and capabilities, this can include:

- Analyzing your problems and opportunities
- Recommending effective marketing directions and solutions
- Preparing an appropriate and creative message
- Ensuring maximum efficiency in the planning and buying of the right media in which to spread your message

2. What are the benefits of working with an agency?

To get the most value out of your agency, make it a partner in every aspect of your business—from what you name it to how you sell it. That said, a truly flexible agency can be an "as-needed" resource you "turn on" when you need it and "turn off" when you don't. For many advertisers, the agency works an extension of their own marketing department. For some, it effectively becomes the marketing department. Every situation is unique, but an agency typically brings to the table the following attributes and aptitudes:

- Smart, innovative people
- The ability to turn strategic, creative ideas into persuasive marketing communications

THE RIGER FAQ

Frequently asked questions about getting the most out of your agency

- An objective, third-party perspective free of internal politics and bias
- Insights gained from experience with the way people research and buy products
- "Cross-pollination" of ideas—Advertiser A can benefit from the agency's experience with Advertiser B. Even if Advertiser B is in a different business category, good business solutions often work in more than one market.
- Knowledge of the different media outlets and how to get the best return-on-investment (ROI) for your advertising dollar

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**Fred Riger
Advertising
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- An integrated, 360-degree ("holistic") approach to marketing you might not get from a firm specializing in a niche area (e.g., a direct-mail house alone, a radio station alone, Web development firm alone)
- Accountability—Agencies know they are hired for good work and fired for bad work. That keeps them on their toes and ensures you get their very best.

3. Can't I do all this myself?

It's really a question of evaluating what you do best and what an agency does best. After looking at core competencies, many businesses decide that it's wisest and most cost effective to form a relationship with a good ad agency. The reasons are cited in #2 (above). The American Association of Advertising Agencies (AAAA) has published a booklet on this very question. It's called "A Client's Guide to Ad Agency Service: In-House or Independent?" For a free copy of the booklet, call Riger at 607-723-7441.

4. How do you go about an agency search?

The first step is to decide what it is you hope to accomplish with the agency. Clearly stating your objectives in writing is a good way to bring focus to your thinking. And, it creates a "scorecard" on which you may wish to evaluate prospective agencies. For more on the important subject of the agency search, we recommend "How to Conduct an Agency Search," another in the AAAA's "A Client's Guide to..." series of booklets. Call us for a free copy.

5. What can I do to get the best advertising from my agency?

Here are a few of the keys to getting the most from your agency:

- Set high standards
- Set goals based on a broad internal understanding of what your marketing is designed to accomplish
- Communicate, communicate, communicate
- Have as few approval levels as possible
- Make your agency people want to work on your business
- Have highly skilled people on your side of the table

See also, "Ideal Client Profile." For a copy, call Riger at 607-723-7441.

6. How do I evaluate results?

Advertising effectiveness can be measured using quantitative and/or qualitative techniques. The way you go about it depends on what you are trying to measure. Are you interested in building broad awareness for your brand? Do you need sales leads for your reps? Are you in a direct sale mode where you need to make the phone ring? Determining what you want to do will shape the way you go about evaluating effectiveness of your marketing efforts. Once you know that, it may be a matter of analyzing the number and types of leads you're getting from your ad program. Or, you may want to "take the market's tem-

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perature" using brand awareness surveys to evaluate your brand recognition. Anecdotal evidence is another way to measure success. Are your salespeople finding that their reputation precedes them? Do customers know your company and what product they are selling before they arrive on their doorstep? If so, your advertising is probably hitting the target.

One of an agency's roles is to help you form realistic and appropriate measures of effectiveness. Remember how the Internet brought a whole new set of metrics into play? Suddenly, companies could get instant feedback on which banner ad was driving the most people to click through to their website. While it may have appeared to be the holy grail in evaluating advertising effectiveness, it turned out not to be so. Click-through can be one way of measuring effectiveness, but it is *only* one way. Companies as large as P&G now look at not just click-throughs, but at branding and the power of the Web to help make or break a company's image—the measure of a company being in the eyes of the beholder.

By helping to bring a proper perspective to your marketing strategies, means and goals, Riger will work with you to formulate truly useful measures of effectiveness and marketing success.

7. How do I determine a budget?

Historical spending is one way to set an ad budget, but not the best. Percent-of-sales is another approach, but should be guided by factors like company size and product stage (maturity). Another method—the one we usually advocate—is the "task

to be accomplished" approach whereby a list of goals drives a list of strategies which in turn drives a list of tactics or tasks. Each task is then assigned a cost and the sum is a budget.

Consult your industry's trade association for guidelines, or ask us. Through the American Association of Advertising Agencies (AAAA), we can track down the historical spending levels of businesses in just about any industry on the planet.

8. Who is Fred Riger?

Founder. Leader. Mentor. Friend.

Fredrick R. Riger (1915–1994) performed all of these roles during his long and distinguished career as president of Fred Riger Advertising Agency, Inc. A battle-tested bomber pilot who flew dozens of combat missions during WWII, Fred left a good public relations job in New York City in 1950 to return to his home town and undertake the sizable challenge of starting his own advertising agency. Together with his wife Martha, who served as the agency's office manager/bookkeeper, he met that challenge daily for the next 34 years, until his retirement in 1984. Along the way, he displayed a unique blend of optimism, realism, creativity, and discipline that set the standard for his colleagues to attempt to emulate. That standard is Fred's legacy, and while the nature of our business seems to change on a daily basis, his guiding principles remain at the heart of everything we do on behalf of our clients.

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9. Who is Riger Advertising these days?

Three attributes shape today's Riger persona:

- A pair of ears that will listen. Ask our clients; they'll tell you: we are "Responsive."
- A head and heart for good advertising. Riger clients have access to our full palette, poised to produce award-winning creative in any media. Advertising awards and client kudos confirm it: we are "Creative."
- An ever watchful eye on results. For over 50 years, we've satisfied customers. But each day is a fresh opportunity to produce work that gets paid the highest praise of all: Riger is "Effective."

10. What is Riger's definition of "Effective?"

Effective work is work that makes things happen. It does more than get noticed; it makes the market say "Wow!" It does more than create awareness, interest, conviction and action; it builds a brand of distinction. It does more than persuade; it sells.

11. What makes Riger tick?

No surprise here—it's our people. Let's just say today's Riger is a tightly knit bunch of loosely wound advertising professionals working side-by-side for the betterment of our clients' businesses and the improvement of our lots in life...one project at a time...one day at a time.

Every day, we simply give you our very best. And in our business, it's all about The Work: creating profes-

sional, effective marketing by knowing our clients' business and by being the most Responsive, Creative and Effective team we can be on their behalf. It—The Work—is not just what we do each day. It defines who we are.

As product life cycles shorten, and brand cycles lengthen, we make it our business to find ways to clearly differentiate your product or service and help you build equity in your brand.

12. How is my account team structured?

Again, it's not magic. Just uncommon sense. We surround each project with a multidisciplinary team consisting of just enough people to get the job done. Need media expertise? You've got it. Need a speech? Got it. Marketing strategist? Check. Web design? Got it. Need TV creative? It's all right here.

We also recognize that there are times when we won't have every resource you need under our roof. That's when we bring in the hired guns. Maybe your project calls for audio production. Or a good short-run printer. Maybe what you really need is a science fiction writer. Or perhaps you need a medical illustration in a very specific style. Or a hand model for a photo shoot. With over 50 years of experience and literally hundreds of contacts in the business, our network of talent, freelancers, photographers, programmers, etc. is a real resource to our clients. So don't rule anything out before you ask. Whether we act as your general contractor, or simply provide a quality referral, your needs drive the mix. Because part of being responsive is being flexible. Part of being creative is

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accomplishing more with less. And part of being effective is knowing something about everything and everything about something.

13. How do you charge for your services?

Like any business, we make money by satisfying a need. The actual methods by which we are compensated vary depending on our business relationship with any given client. Often, we begin working with someone on a project basis—specific work for a set price. As more and more of the agency's services (e.g. public relations or media analysis/planning/buying) come into play, the nature of our relationship often grows into a fee-for-service model in which the agency is paid on an hourly basis. Or, in cases where we and the client agree there's a good fit with long-term potential (and we want to make it even better), we'll prepare a letter of agreement that spells out all

the terms of the relationship. This agreement may include a monthly retainer fee. The benefit of this arrangement is much like that of having a utility's budget plan: you know exactly how much is budgeted each month for those services.

At the end of the day, whether we're compensated on a project, or hourly basis, through media commissions or through a retainer, the acid test is simple: if you feel you got what you paid for, the compensation arrangement is working. In order to have the kind of client relationships we do (the kind measured in decades, not just years), Riger's experience and success lies in providing good performance for good value.

14. Where do I start?

Ask Us. Call 607-723-7441, or e-mail us at agency@riger.com.

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