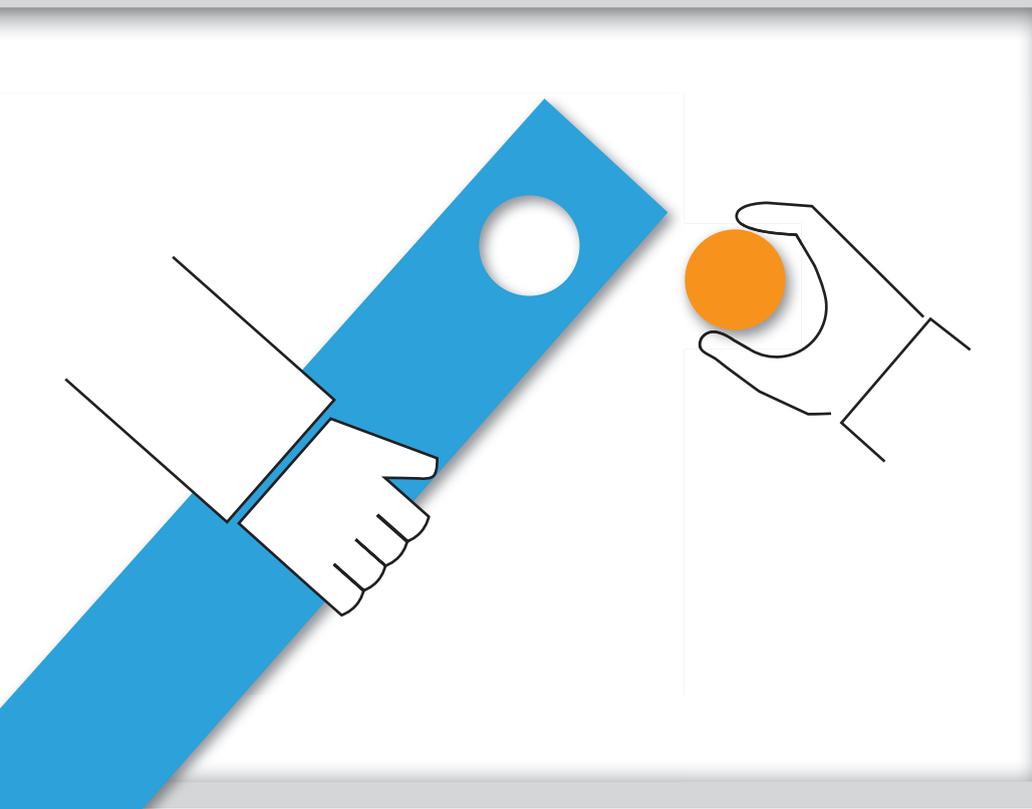




COORDINATION | COMMUNICATION | INFORMATION

GUIDE TO FINDING AN AGENCY



MOST IMPORTANT: MAKE SURE **THE CHEMISTRY IS RIGHT.**

AKI-KOMMUNIKATION

THE MARKETING AGENCY FOR YOUR NEEDS:

What factors should you bear in mind when choosing who you want to support you in your marketing needs? We'll give you some **tips** and have created a guide for you. Below, you will find information to bear in mind when selecting your agency:

CHEMISTRY

- By far the most important condition: **Is the chemistry good between the involved parties, i.e. between your company and ours?** The most successful campaigns need creativity in the design phase and a cooperative partnership to develop efficiently.

CAPACITY

- Does AKI-Kommunikation have **the necessary personnel and capacity?** It is the combination of people and available time that ensures that tasks are 100 percent completed.

PEOPLE

- Are the agency's first points of contact **also the people** who then work for you? We guarantee that this is the case in our company!

EXPERIENCE

- Does AKI-Kommunikation have the **specialist experience** that is needed for your products? A word in advance: We intensively familiarise ourselves with your product world! We also love products that require explanation. Mechanics and media that are used in marketing are nearly the same across all industries and sectors. They all follow the classic AIDA concept, which applies today more than ever.

AIDA

Step 1: **A – Attention**

Step 2: **I – Interest**

Step 3: **D – Desire**

Step 4: **A – Action**

And you can quite rightly expect all relevant agencies to master topics such as brand positioning, promotions, direct marketing, copy strategy, reason why, consumer benefit, etc. in their sleep.



WHEN IDEAS BEGIN TO SHINE...

EXPERTISE

- However, the field of applicants reduces significantly when it comes to **knowledge on KPIs, more complex statistics or business economics management**. We offer you expertise on such matters.

RELATIONSHIPS

- As a client, you should feel sure that the agency is disciplined and works with a sense of order. We believe that these are essential assets when it comes to maintaining **long-term customer relations**. The complete portfolio is well known and available; this allows holistic work at all times.

CREATIVITY

- **Creativity**, (and lots of it!) including „out-of-the-box“ ideas. Rest assured, we always offer you this as it is part of our understanding service. However, regardless of our love of creativity: We never forget that the economic aspect is the most important, and not vice versa, and this is what we stand for.

SALES

- Sales support: AKI-Kommunikation has **employees who are sales-oriented** and know what's happening on the front line. Online marketing alone is not the universal solution to all challenges!

MODERN

- Being close by is no longer a key factor when selecting an agency. **Modern forms** of communication have marginalised this topic. Tried-and-tested workflow systems already exist that allow excellent hand-in-hand work.

PERMANENT WORKFORCE

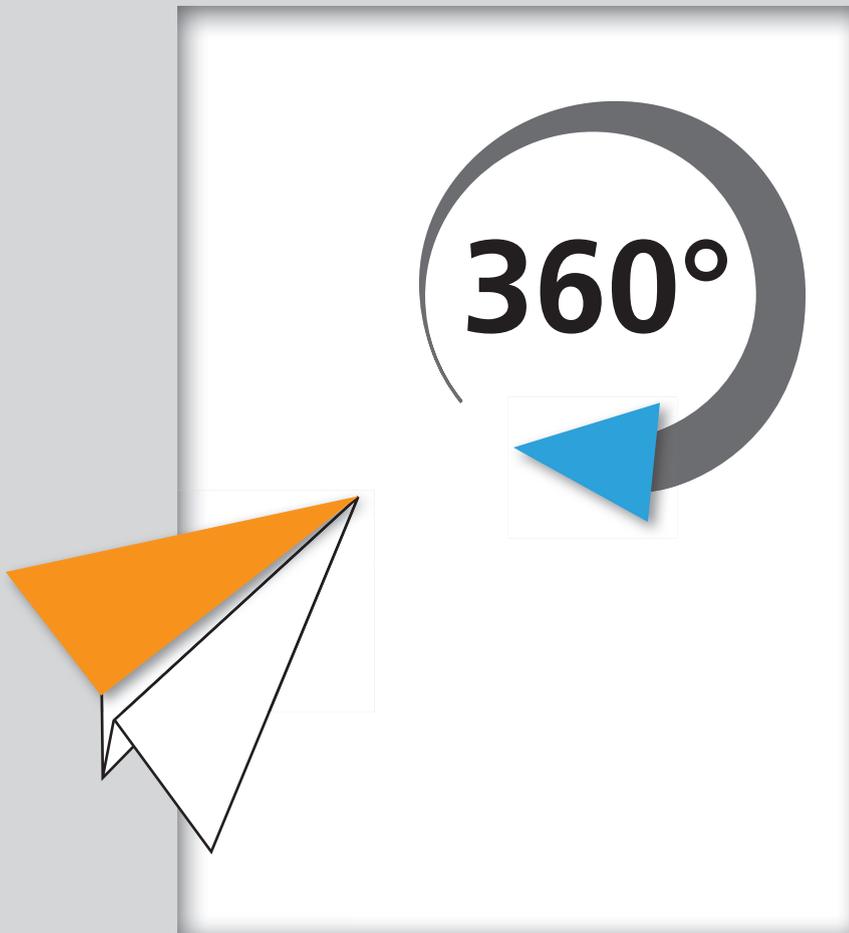
- We offer a **permanent workforce**. We know this is something we would prefer if we were a customer. With us, you get reliable continuity. Freelancers come and go – and when they leave, so does their know-how, which means the customer always has to start inductions with new personnel from scratch. We will put together a team of specialists for you: whether you are looking for an agency with a strong focus on service, strategic matters, consulting, B2C or B2B matters.

CONTINUITY QUALITY

- Owner-managed agency or network agency? This is by no means an easy decision. We recommend an owner-managed agency (like ours!). As an owner-managed agency, we guarantee you **continuity and long-lasting quality** in the long term. Internal and external customer loyalty is the fundamental basis for this.

WE CAN OFFER YOU THESE TIPS AS FOOD FOR THOUGHT:

- Research the agency's **core services diligently**.
- Do not create a long list which you then tick off using standard forms or fee lists, but make an **appointment to meet us in person**. We will take you up on your offer and drop by. It goes without saying that this requires more time, but it simultaneously also ensures a better result. And please take the time to meet with us; we want to use this time with you. We don't simply rattle off PowerPoint presentations, we also want to have a real conversation.
- AKI-Kommunikation would like to **sit down with you in a workshop**. This is the only way you can find out how we would perform if you would cooperate with us.
- Also think about the basics, finding the perfect foundation – the **strategy**. You can rely on us to work with you in building the immensely important foundation of your communication and developing the creative ideas that arise from this work.
- Take a close look at how we understand you, how we listen to you and how we **pass the balls back and forth**. AKI-Kommunikation clearly sets itself apart from "stereotypical thinkers and agencies with standard statements, hackneyed phrases or buzzword fireworks".
- Select **specialists for the different phases**: Who do you trust to work with you to develop the best strategy for your communication?
The best concept for individual measures or the best creative idea? Who is the best partner who can then go on to develop and implement this concept for individual channels? Who actually says that different agencies are not able to work together?
We often do so if requested. We develop the strategy and the concept for our clients, then, for example, hand it over to a design agency that develops the communication design, and from there it goes on to different partners for implementation, such as web specialists, programmers etc. We assume responsibility for supervision to ensure that defined goals are pursued and also achieved. Think this is expensive? No – it is simply better, because everyone is doing what they do best.



CORE PERFORMANCE

REAL CONVERSATION

WORKSHOP

STRATEGY

PASS THE BALLS

SPECIALISTS

THE 360° AGENCY – WELL LOOKED AFTER ALL-ROUND.

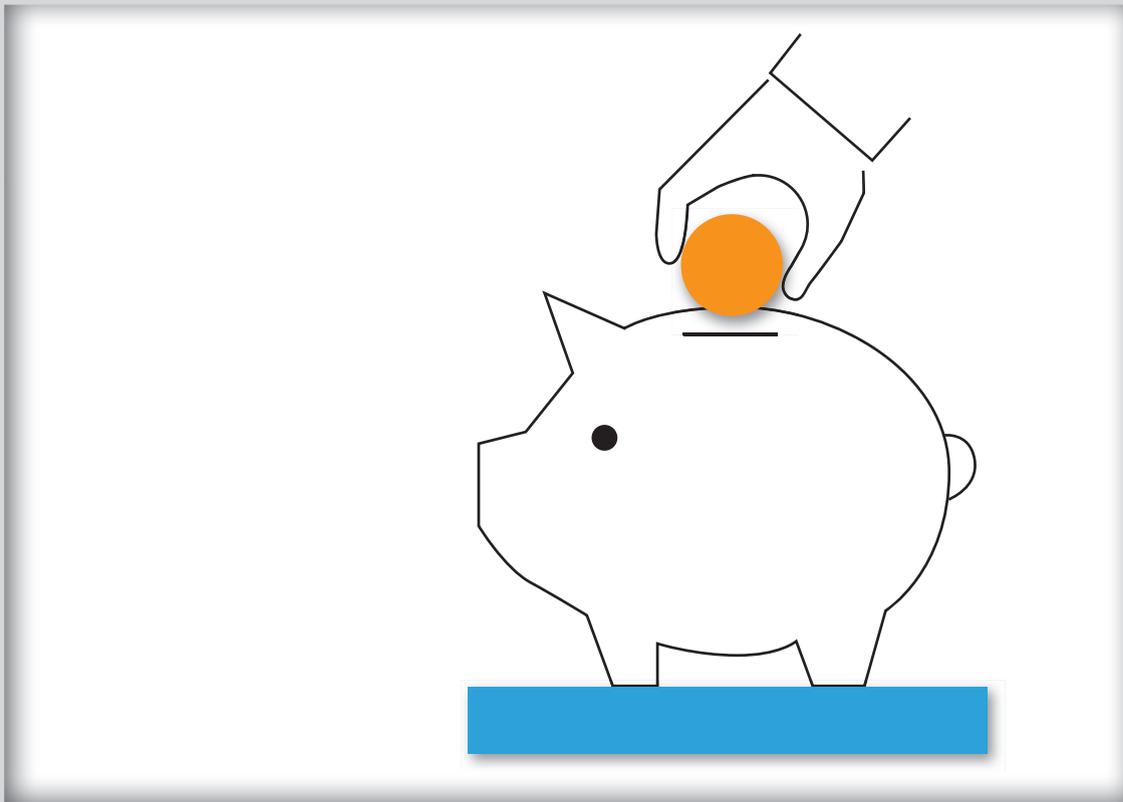
- Think about your specific needs beforehand. Are you looking for a communication idea, a clear strategy or a specific positioning? How can you ensure a uniform appearance, e.g. at events, trade fairs or in the social media sector? Which products or services do you want to show off on the market?
Depending on what you need, we develop your **communication concept** together with other service providers or on our own. It goes without saying that this is always done whilst communicating closely with you about your ideas and goals, and whilst always taking your available budget into account.
- Make the **selection of the agency a management decision**, right from the outset. Don't criticize the agency in advance. Rather, cooperate with them in partnership, and find out what the agency is really good at. Good agencies are not service providers in the negative sense of the word, but they are specialists. They provide you with specialist knowledge and the opportunity to look at your markets and target groups from a new perspective. AKI-Kommunikation helps you do this.
- Don't be fooled by beautiful reference images or eloquently-written six-line case studies. **Let us tell you about our projects**. Think for yourself about what is said and ask questions. We are very passionate about our projects, and are very happy to tell you all about it.
- Find out **how your counterpart, how we think**. Our way of thinking, which you can recognize in our conversations, will be reflected later in your project. A company's way of thinking is the biggest difference between all agencies. When selecting an agency, set yourself the goal of grasping the agency's corporate mindset during the interview – if you manage to do this, you will know what you will get from us. Then compare this with what you need (split the whole project into different disciplines). This way you are very likely to find the right agency partner to suit the respective step of your communication. Of course this should be under consistent supervision, so that important thoughts remain at the forefront of the decision making process from the beginning, right to the end.

COMMUNICATION CONCEPT

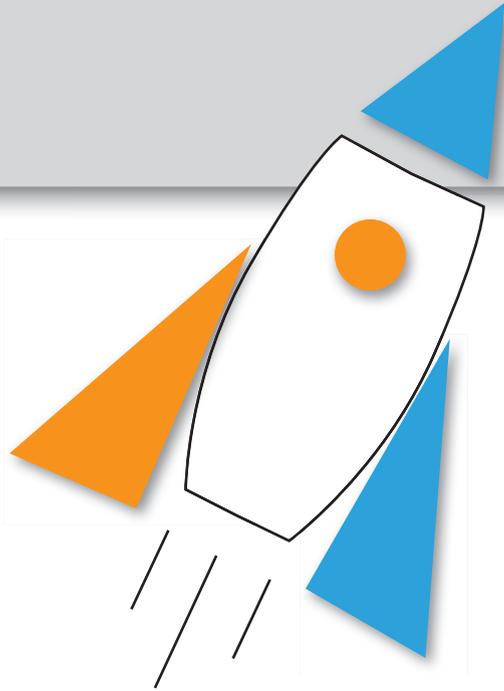
MANAGEMENT DECISION

EXPERIENCE

THE WAY OF THINKING



ALWAYS THINK PROFITABLY – EVEN WHEN CHOOSING AN AGENCY.

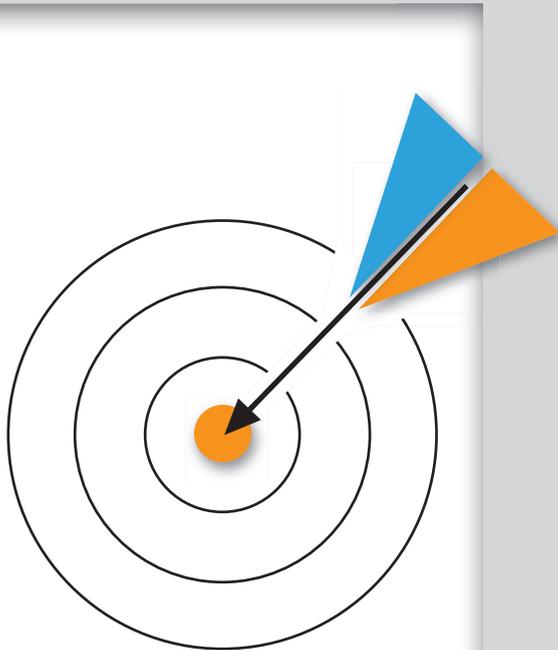


TAKE OFF WITH US

...

ACHIEVE SUCCESS

...



REACH YOUR GOAL

A SMALL CHECK LIST

WHEN SELECTING YOUR MARKETING AGENCY:

- Can the agency's consultants develop a marketing plan independently? We can!
- Do the consultants also have the instinct to develop new product ideas / markets for you? We can!
- Are the consultants on par with you and above all: Do they also disagree when they have a different opinion? We are and we can!
- Does the agency have additional human resources so that an informed contact person is always available in case of illness, holidays etc.? We do!
- Does the agency have specialists, or to put it another way, to repeat an often-used point:
Is it really a 360-degree agency? We are!

Immerse yourself in the wonderful world of marketing. Let yourself be enchanted by campaigns, market successes and new ideas in order to bring your products and your sales far ahead in the future. Enjoy the success, because at the end of the day you will see the results – and with us you are guaranteed to be way ahead.



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We love what we do!