

# Do You Need a Creative Agency?

BEWARE the salesperson who offers incentives such as a “price cut” for working with them directly and who portrays agencies as “middle men.” Such “incentives” don’t “cut out the middle man,” or cut price, they cut your options. The fact is, agencies offer several key services vendors cannot, without cost to you, made possible by the media commission: earned compensation for essential work done on your behalf. You normally pay the same retail cost whether you purchase media or printing yourself or have an agency do it for you. (Most vendors give agencies a discounted wholesale price below the retail you normally pay because agencies bring volume and efficient coordination of media placement and printing details.) A good agency saves vendors and you a lot of headaches, wasted time and money. Agencies negotiate with the appropriate media and arrange for optimal space and time needed to carry out your advertising program.

“An agency is intensely involved in improving the client’s day-to-day business,” says author, Luke Sullivan, “in shepherding its assets more wisely, sharpening its business focus, widening its market, even improving the product.”



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“By using a good agency,” says Julie Muller, Peace of Mind CEO, “a business owner is able to delegate branding, PR and marketing tasks to the experts and is able to focus on growing the business. For me, it’s one less thing that I have to think about.”



Janet Huerta, Saving Grace ED adds, “It’s important to use a good creative services agency to help with your planning and implementation for two reasons: 1) no business owner/non-profit can have the same level of experience or expertise that comes from years of marketing chops and 2) stuff happens and a good agency can help you respond to the unexpected, turning a negative into a positive.”



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A reputable agency’s existence depends upon growing your business and guiding you along the path to your goals. “Professional agencies bring pointed expertise to projects within our organization,” Says Ochoco Health Systems ED, Charla DeHate. “We have come to trust the experts in fields outside our scope of business.”

The vast majority of media and print professionals in Central Oregon—such as Stephanie Schofhauser, co-owner of Minuteman Press— will tell you that a relationship with a reputable agency is an important asset to your business. “Allowing an agency to create a client’s artwork and interface with us directly for the production,” she says, “frees them up to focus on running their business rather than dealing with the small details of their printed media. Additionally, clients who work with agencies tend to be thrilled with their finished products.”

Joni Carlson, of Combined Communications, says “Business owners need to concentrate on their business. Having a professional agency for their advertising helps business owners reach their goals and expectations. An agency helps take the gamble out of marketing dollars.”

When considering advertising, printing and other services for your business, your agency matches your needs with the optimal combination of product quality and accuracy, service, mutually positive relationship, willingness to fix errors, location and price, among others. Your agency will handle time-consuming sales calls, objectively sorting through their confusing array of options for you.

Agencies constantly strive to increase your bottom line, helping you build a world-class marketing system that operates like a well-oiled machine. As Opportunity Foundation Executive Director, Darrel Wilson, puts it, “Taking a business to a higher level in reaching its customers requires an experienced guide.”



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