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Need to be a more effective partner? Think best practice

Follow these steps to get the most out of your agency.

Provide a budget range and deadline as part of the brief if you can, as these are the two most important factors in terms of meeting your expectations.

Use a formal briefing form (such as our interactive PDF form)as part of the briefing process. It acts as a checklist of the basics.

Always insist on a call, as part of the briefing process. Never initiate a project via email only, unless it really is a simple, well-understood task.

Always get an estimate, but bear in mind an estimate is not the same as a quote.

Read estimates thoroughly, as they will contain exclusions, options and our own understanding of the project in brief.

Have a single point of contact to handle each project, to ensure ownership, to oversee feedback from colleagues, to avoid miscommunication and to manage duplication.

Don't underestimate the importance of the writing. Persuasive prose is usually more effective than dry, informational text. Use the active voice. Get an editor. Take their advice. Cut. Do this before submitting text.

Supply all assets in advance rather than piecemeal, to avoid backtracking and re-working.

Involve highest level approvers early to get broad buy-in. Late changes usually cause the maximum disruption.

Minimise the number of proofing rounds by being thorough, and getting other approvers to contribute.

Avoid 11th hour working. We often deliver at very short notice, but there is usually a cost implication to working this way. Avoid if you can.

Be realistic. Is the result fit for purpose? Does it satisfy the brief? The best work takes time. Cost efficiency needs a pragmatic approach on both sides.

Give honest feedback – positive and negative – during the project lifecycle. We continually review how we can perform better for our clients, and your input is vital to that.

For high volume or retainer working, best practice includes online proofing and project tracking, information reporting, and an asset portal. We can also give clients access to our timekeeping system and offer regular workstream reviews.