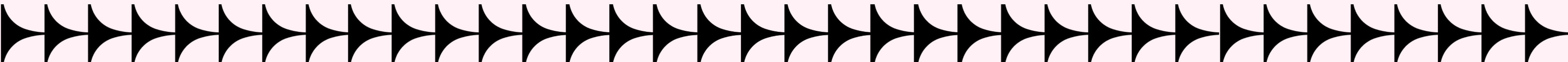


# INTRO TO THE FRAMEWORK

00.00.00



GROWTH GOALS

REVENUE

**\$XXX**

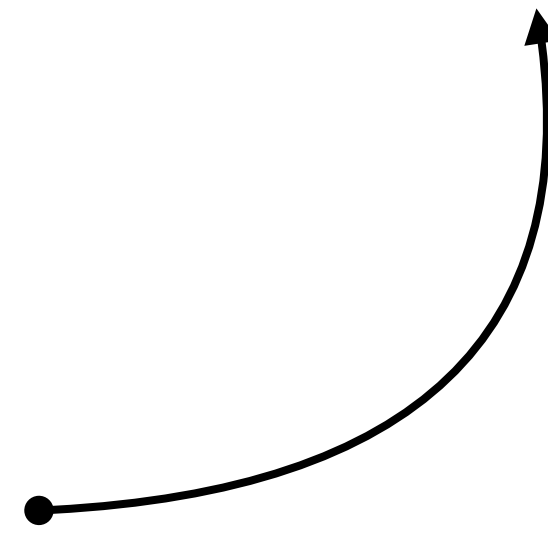
RELATIONSHIPS

**XXXXX**

RECOGNITION

**XXXX**

This top level is about defining and aligning on measurable goals to track our success.



## GROWTH GOALS

REVENUE

**\$XXX**

RELATIONSHIPS

**XXXXX**

RECOGNITION

**XXXX**

## VALUE

### WHAT WE DO

Your agency  
superpower

### HOW WE DO IT

Tip of the berg

Projects you get out of bed to  
make and are harder to find

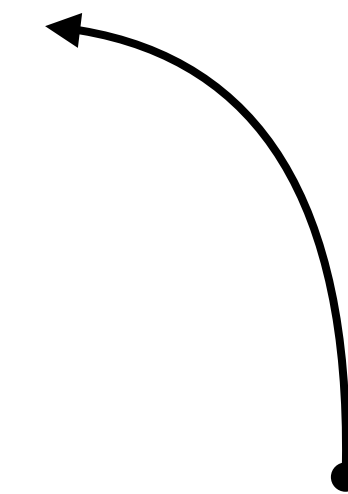


Things you agree to sell  
because they are profitable  
and easy to sell

Bottom of the berg

### WHY WE'RE THE BEST

What makes you uniquely  
qualified to do this work?



The value section is about crafting a unique value proposition that frames up what you offer with what clients want.

## GROWTH GOALS

REVENUE

**\$XXX**

RELATIONSHIPS

**XXXXX**

RECOGNITION

**XXXX**

## VALUE

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WHY WE'RE THE BEST

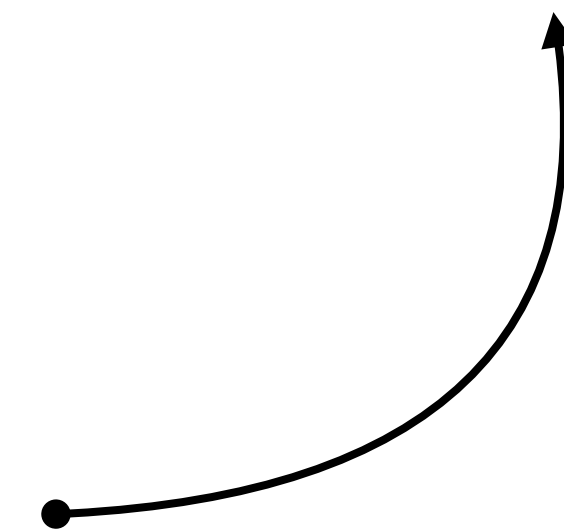
What makes you uniquely  
qualified to do this work?

## TARGET

WE DO IT FOR CLIENTS WHO

Have a history of XXX marketing  
Up against XXX challenges  
Value XXX kind of work  
Look for XXX kind of agency  
Have XXX attitude

Your target audience is the profile of your prospective clients. It is the group of people who might be interested in your philosophy, approach and services. Defining your target audience is an essential step in effective marketing, and the overall business strategy.



## GROWTH GOALS

REVENUE

**\$XXX**

RELATIONSHIPS

**XXXXX**

RECOGNITION

**XXXX**

## VALUE

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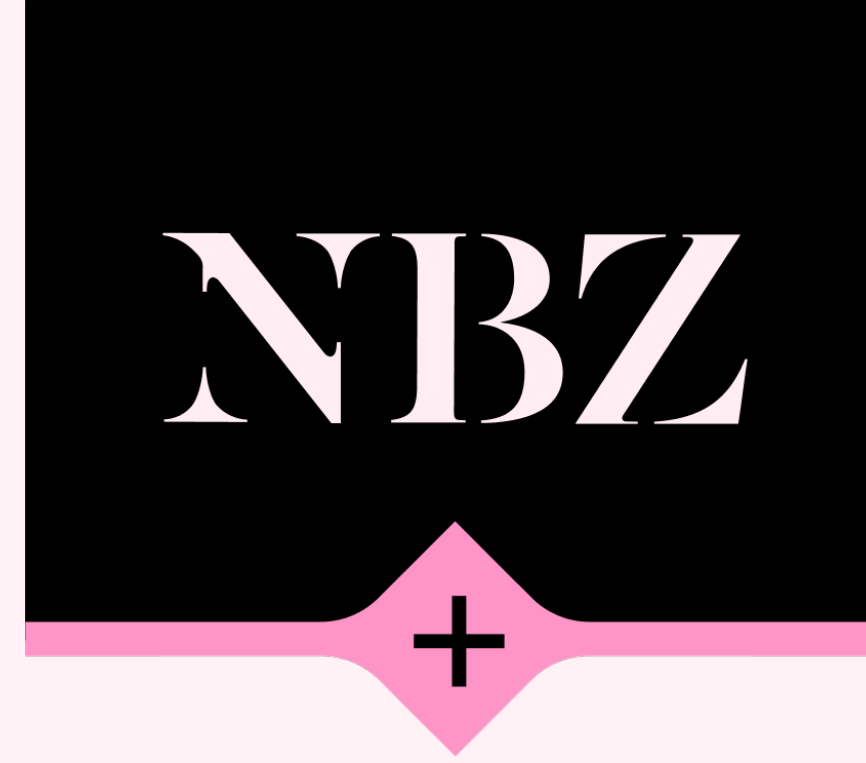
## SUPPORTED BY ACTION

KEY WORKSTREAMS

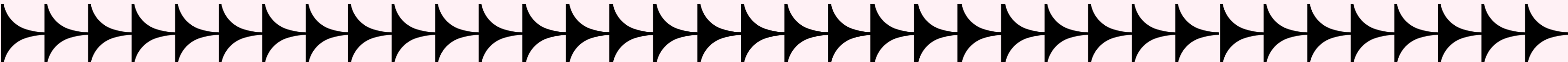


This is about creating accountability and responsibility  
across teams, from leadership down.





**EXAMPLE**



GROWTH GOALS

REVENUE

**\$25M**

RELATIONSHIPS

**2 NET-NEW AORS**

RECOGNITION

**CANNES LION**

VALUE

WHAT WE DO

A creative agency built to future-proof your business

HOW WE DO IT

Tip of the berg  
Positioning  
Digital Experiences  
Content  
Partnerships



Research  
Enterprise Websites  
Banner Ads

Bottom of the berg

WHY WE'RE THE BEST

Specialist talent  
Proprietary tools  
Out-of-the-box thinking  
Awarded work  
Proven impact on business

TARGET

WE DO IT FOR CLIENTS WHO

Are listed in the Fortune 500  
Weaponize creativity for tangible commercial outcome  
Repeatedly invest in full funnel marketing  
May be weathering leadership change  
Are having a hard time staying relevant  
Believe scale at a global footprint can help them win  
Are up against a industry disrupter  
Require data to make decisions

SUPPORTED BY ACTION

NEW BUSINESS + MARKETING

Messaging

- Align on agency positioning
- Outline core messaging pillars that are true to the agency DNA, and solution-oriented for client business needs
- Create agency narrative

Sales materials

- Leverage the new agency narrative to develop and design your website and agency credentials

Owned media / Events

- Activate an owned content strategy and increase visibility at the right events:
  - LinkedIn content
  - Event speaking & visibility
  - Business pub pick-up\*\*

ORGANIC + PROSPECTING

Organic Growth

- Re-introduce the agency to current and former clients

Prospecting

- Align on our ideal client archetype and identify brands/marketers to target
- Develop tactical, actionable strategies to get to each one of our targets
- Utilize things like, LinkedIn content, and event attendance

