



HANLONGROUP

Agency People. Agency Solutions.

AGENCY CHALLENGE WORKSHEET

Step 1

In two or three sentences what is your agency's positioning statement?

Step 2

Explain how that positioning addresses your key prospect's specific needs.

Step 3

List your chief competitors, their positioning and how yours is unique.

AGENCY	POSITIONING	HOW WE ARE DIFFERENT?





In the confines of your conference room, it's easy to convince yourself that your message resonates. To many prospects, however, being a "brand expert" or "full-service, integrated marketing communications firm" is just more of the same old same old. Addendums such as "our creative is edgier" or "our strategic capabilities are more robust" are not as compelling as you might think. So, if you struggled with Step 2 and 3, continue.

Step 4

Identify your agency's key strengths in each category.

INDUSTRY EXPERTISE	AUDIENCE EXPERTISE	SERVICE EXPERTISE

Step 5

Highlight each area of the chart where your story is most compelling. Combine the highlighted elements in each column to see how two or three of these descriptors best define your firm (e.g. healthcare/youth/social or technology/engineers/SEO).

Step 6

Select one or two of your strongest combinations based on the following:

- agency assets
- prospect universe potential
- competitive climate

Step 7

Recraft your positioning statement to reflect those core strengths. Does your agency standing improve?

Creating a truly unique market position is much harder than most realize. Fear of alienating or shrinking your prospect universe can often prevent you from narrowing your agency's focus. Test the waters by doing a split test with your most trusted clients and agency partners. Or, shoot us an [email](#). We would be happy to give you our honest opinion.

