

agency scorecard

There are a number of downloadable scorecards available to help with mid- and end-of-year evaluations of your partners. In the case of agency evaluations, we like a couple:

- [Agency Evaluation Form](#) from the [American Association of Advertising Agencies](#)
- [Agency Evaluation Checklist](#) from [The Go! Network](#)

Problem is, they don't go deep enough into the capabilities and outputs relevant to your business and what's needed to stand out RIGHT NOW. An agency or partner may excel in an adjacent or unrelated industry, but struggle in your category.

The **Agency Scorecard** focuses attention on those areas most important to driving traffic, building engagement and capturing new sales for your business. If you haven't already, consider printing this out to help commit thoughts to paper.

Whether an internal employee or an outside resource, having performance expectations paints a clear picture of success. What goals and objectives did you give your agency at the start of the project, for example a packaging redesign or targeted advertising campaign? The more specific you are setting expectations at the start of a project, the greater your ability to objectively evaluate delivery at the end. Conversely, vague success measures make it extremely difficult to hold agencies or partners accountable. List below your current [agency] partners, your performance expectations and timeframe:

Agency/Partner	Expectation	Timeframe
<i>ex., social media</i>	<i>30 posts/month, 50% video content, surpassing 10,000 Facebook page likes</i>	<i>by the end of 2022</i>

Sometimes performance is very black and white: your agency did or did not deliver an outcome. And that may in fact be enough to fire them. For example, if they met only 3 of your 7 expectations, either your expectations weren't realistic or they're not the right partner. Pretty straightforward. But what if they met most but not all your expectations? How about the grey area between strict performance measures and "fit" with your company and team members? For that we consider a set of criteria for a high-performance partner capable of supporting your craft beverage business during this challenging time.

Criteria for Partners	Importance (1-5)	Score (1-5)
<i>ex., local market knowledge</i>	4	3
Demonstrated success in your category		
Desired capabilities I can't find internally		
Experience with marketing, advertising, public relations		



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Just as you may be evaluating current partners for performance and fit, agencies go through a similar exercise with their current client roster. While the scorecard from an agency perspective has different performance measures (i.e., growing team members and building capabilities), criteria such as communication, support, culture and others go both ways. And just as you have to make the tough decision to part ways with an agency, so too could the agency decide to resign your business. If that happens, it's understandably difficult for both parties: the brand must find a new partner, and the agency must replace that revenue. And quickly. Because the speed of craft won't slow down to allow you to collect yourself.

If you find yourself in a situation where you're on the giving or receiving end of that breakup note and would like some support – even if it's recos on where to start or who to contact – just **reach out**. We're happy to help connect you with your next high-performance partner!



Creativity		
<i>ex., understands brand story or will help define it</i>	5	2
Examples of creative problem solving across media		
Budget-conscious and hyper-efficient		
On-trend, contemporary thinking		
Ideas based in sales and competitive data		
Process and Execution		
<i>ex., collaborative process, autonomous execution</i>	5	5
Clear understanding of operational impact		
Part of the team, used to remote working		
Responds with a sense of urgency		
Expert project management		
Output		
<i>ex., ability to create campaigns versus individual ads</i>	4	1
Respects the TTB and advertising code		
Strives for first-mover advantage		
Intimate understanding of customer wants and needs		
Timely and relevant		
Performance and ROI		
<i>ex., provides transparent, actionable reporting</i>	2	3
Shares insights specific to the <Industry Simple> industry		
Always delivers value (quality exceeds price)		
Offers consistency and predictability		
Level of effort aligns with schedule		
Totals: sum the values from each column		

How did your agency score? If you're on the fence about them meeting your shared expectations above, then perhaps a favorable score will nudge them forward. However, a lower score could eliminate them from consideration this year. It's important to evaluate yourself as well! A lower agency score in a particular area could mean your team isn't providing the support or resources necessary to succeed.