

AGENCY MANIA

SECOND
EDITION



Endorsements

BY COMPANY



AGENCY MANIASM
SOLUTIONS

Strategic Partnerships Delivered.

www.agencymania.com

AGENCY MANIA

SECOND EDITION

01

Gilead Sciences



Keecia Scott,

Associate Director, Marketing Operations

“Through this book, Bruno Galpois helps clients navigate the complex matrix of the agency landscape. Agency Mania provides clients with a unique perspective and best practices to nurture healthy and effective partnerships with agencies. We have been able to evolve and establish best in class agency management processes with the resources and partnership provided by the Agency Mania team.”

02

American Association of Advertising Agencies (4As)



Tom Finneran,

Executive Vice President - Agency Management Services

“Bruno Galpois is a voice of reason amidst a cacophony of doom and gloom. Mr. Galpois holistic business acumen shines through in his Agency Mania work. Agency Mania’s foundation is constructed on the realization marketing is a growth driver that requires consistency, discipline and investment. Agency Mania provides a road map for successful and mutually beneficial marketing partnerships.”

03

Mondelēz International



Sal Vitale,

Senior Manager, Marketing & Sales Procurement

“Agency Mania brilliantly covers major building blocks of client/agency relationships that are so essential to company’s marketing success as the industry faces greater complexity and a rapidly changing and innovative environment. It is a guide post for marketers and procurement on ways to collaborate with agencies to produce more efficient work to drive high impact business performance.”

04

Colbert Group Consulting



Brett Colbert,
Founder

“Agency Mania is a must read to better understand how to create mutually beneficially relationships amongst marketing and its agency partners. Intended for both marketing and agency talent designed to equip each with tools and techniques to ensure effective expenditure of organization budgets. Not only a great read, but actionable to start using now.”

05

UNIT9



Tom Sacchi
Co-Founder

“His face on the cover of the book says it all. We all try to keep up with an industry undergoing the greatest reset in history. Bruno, the increasingly charming industry truth tank - couples counsellor extraordinaire brings us his upbeat and very insightful commentary. There is so much talent in all aspects of this industry experiencing the reset. We need Bruno now more than ever. Bruno is our beacon.”

06

Ignition Consulting Group



Tim Williams
Founding Partner

“Bruno Galpois explores with remarkable insight how to recast this partnership to work more effectively. Most importantly, he shows how both parties - agencies and clients - can transform their approaches to focus on the things that really matter. In my view, there isn't another book like it on the market today.”

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07

JFE International Consultants, Inc.



J. Francisco Escobar

Founder

“Bruno does a masterful job in bringing his wealth of experience in Client/Agency management, combined with the integration of relevant stakeholder perspectives, to bear on an exhaustive and actionable compendium of best practices for the Marketing Services industry.”

08

HP Inc.



Jim Wallace

Director Worldwide Agency Strategy & Management

“Bruno takes the mania out of managing your agencies with applicable best practices that will help you get the most out of your agency relationships. With the ever-increasing complexity of marketing, the agency landscape, and millions of spend at stake, it is a must read for marketers, procurement, consultants, and agencies.”

09

Advertising Production Resources (APR)



Jillian Gibbs

Founder and CEO

“Read Agency Mania and keep it on your bookshelf. We are in the middle of a paradigm shift, challenging our traditional ways of creating content. Agency Mania sheds light on how to successfully partner with the multitude of valued, creative resources at your fingertips.”

10

MDC Partners



Ryan Linder

Global Chief Marketing Officer, EVP

“Nearly a decade later, Bruno did it again. Agency Mania provides us clear insight into meaningful ways brands and agencies can produce impactful work when they collaborate effectively. Mutual chemistry and collaboration are paramount. A must read for anyone in marketing.”

11

AdForum



Philippe Paget

CEO

“A must read for every agency and brand executives wanting to understand how agencies and clients will (and should) work in the future. The traditional collaboration model with agencies is obsolete. Bruno Galpois gives us the keys to new, more productive and effective ways to engage with agency partners!”

12

Adobe, Inc.



Antonio Humphreys

Senior Manager

“Agency Mania remains the industry’s playbook for navigating the matrixed and hyperdynamic world of advertising. Bruno skillfully guides the reader with a baseline of all the relevant industry players, a path to optimize win-win outcomes, and tips to manage in this complex environment.”

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Association of National Advertisers (ANA)



Shepard Kramer

SVP CMO Practice

“Bruno Galpois shines a results-oriented spotlight on the critical agency-client relationship and demystifies the approach to getting the most from one’s agency, amplifying the value that partner provides exponentially.”

14

Venables Bell and Partners



Paul Birks-Hay

Partner, President

“A strong, trusting relationship between client and agency is the foundation stone all marketing success is built upon. Bruno’s book paves the way for us all to have such relationships, by creating a common understanding of the dynamics that matter most, and crisp articulation of the ever changing landscape we operate in.”

15

The Marketing Arm



Robert Familetti

Managing Director

“Bruno has done it again! As advertisers and agencies experience profound and rapid changes Bruno guides both groups on how best to adapt to the new working environment in the advertising industry. An easy and delightful, knowledgeable read like the first edition and such a good use of your time to invest in reading.”

16

Incorporated Society of British Advertisers (ISBA)



Debbie Morrison

Director of Consultancy & Best Practice

“The communications marketplace has never been more complex, has never evolved faster, pivots almost daily and consequently never been harder for clients and agencies to stay connected and navigate. Bruno is a wise owl in this sea of complexity and I have no doubt that this new book will be illuminating for anyone who wants to reframe their agency relationships on the right new contemporary course.”

17

World Federation of Advertisers



Laura Forcetti

Global Marketing Sourcing Manager

“In a recent WFA survey 3 in 4 of our members shared they are reviewing their current agency roster set-ups. There is no magic bullet or one-size-fits-all solution. However, working with established experts like Bruno can add great value in building genuine and durable partnerships between clients and agencies.”

18

eg+ Worldwide



Mat Mildenhall

Chief Client Officer

“Bruno’s book is a guiding light that helps maximize the impact of the significant time and money that brands spend with their agency partners. Look no further for a wealth of practical and actionable advice to help you cut through complexity, move beyond the traditional and build ever-smarter approaches to creating powerful content and marketing.”

19

Market Source Advisors Consultancy



John Hardy

President, Market Source Advisors Consultancy and former Procurement Director for Disney

“Bruno is the preeminent thought leader in the agency relationship management field, which he brilliantly demonstrates through the elegance of his software solutions, and the great insights he provides through his many content platforms, including this terrific new book, the new go-to resource for agency operations professionals.”

20

Shell



Brian Kuz

Head of Marketing and Innovation

“The dynamic of the client/agency relationship is constantly evolving, but to be honest has always had much room for improvement and streamlining. Agency Mania is a superb guide on how to build true partnerships that deliver results, but also which will lessen iterations of unproductive briefs, and speed up the process. A must read for anyone in marketing working with agencies, but also with agencies working with marketing departments.”

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Prior
Edition

Adweek

Elena Malykhina

“Fortunately for us, [Bruno Galpois] steers clear of theoretical quagmires common to marketing books and focuses his analysis on stuff we can all learn from: Client/agency partnerships that actually work.”

L'Oréal Luxe

Steve Lightfoot

Senior Buyer—Marketing Purchasing—Creative Agencies

“The importance for clients in establishing great relationships with agencies cannot be understated. Agency Mania emboldens clients with a unique perspective on how to nurture successful and profitable partnerships with agencies.”

Association of National Advertisers

Sandie Colon

Director of Member Relations

“Whether new to the marketing/advertising industry or a long-time veteran, Agency Mania is a must read! This book is exceptional and provides commentaries from many industry brand professionals. It's a must have on your bookshelf and a great reference guide.”

Starbucks Japan

Brady Brewer

COO

“Through this book, Bruno Galpois brings a results-oriented spotlight to the critical agency-client relationship and demystifies the approach to getting the most from one of a company's most important strategic partnerships.”

