

# Below The Line

A blog about online and direct marketing from DevonInspiration Ltd.

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DevonInspiration Ltd. is about inspiring creative ideas and intelligent marketing solutions through understanding how traditional direct marketing, new media and web 2.0 can benefit your business.

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05 June 2009

## Agency/Client Relationships: an interview with Lisa Cooper, Elisa Tucci Contemporary Art Gallery



Lisa Cooper is the next interviewee for the Friday series on agency/client relationships. She thinks agencies and clients are still looking for an integrated marketing model which works. Have you found one?

### Q1 Name

Lisa Cooper

### Q2 Location

New York

### Q3 Website

[LinkedIn](#)

### Q4 Bio

Lisa has spent the last 20 years growing, evolving and innovating in the areas of online, direct and integrated marketing for some of the world's leading consumer brands, including Mercedes-Benz, IBM, JP Morgan Chase, Citibank, MCI and Rite Aid.

In her management roles, Lisa has leveraged all communications and media channels, from PR to Relationship Marketing to interactive and new media, to create innovative and award-winning campaigns that have generated greater awareness, interest and sales.

### Q5 Do you work on the agency side or client side?

I have worked on both the Agency and Client side.

### Q6 What makes a good agency/client relationship?

Understanding each other's needs and bringing forth the best, most creative, strategically sound ideas to meet those needs. As a Client, you want to make sure the Agency makes you look good with great creative and strategic ideas. And especially, in today's world, you want to make sure that you're able to be accountable and see tangible results for the work.

I also believe a great Agency relationship gives the Client ideas beyond just what they asked for. I think it's also important for an agency to take a client beyond the "comfort" zone - creatively and strategically.

### Q7 What's your best tip for building a good agency/client relationship?

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Like any relationship, listening, responding and slowly step by step, building trust. There must be mutual trust and respect to make the relationship work at its highest level.

**Q8 How can agencies add value for clients?**

By continuing to stay attuned to new trends, insights and technologies and ensuring that these are brought forth on an ongoing basis to the Client. I think it's critical for the Agency to keep educating the Client.

**Q9 How can clients get the best out of their agencies?**

- By making sure they have strong, well-thought out input briefs at the beginning of any project.
- By listening to creative ideas and concepts that push the envelope.
- By thanking and acknowledging the Agency team for a project well-done.

**Q10 Have you noticed any recent trends in agency/client relationships?**

I believe both sides are still looking for an integrated marketing model which works. I think it is still challenging for traditional advertising (TV) to let digital or direct agencies take the creative lead. The bottom line is often impacted so it's challenging when multiple agencies are asked to work together in an integrated fashion.

**Q11 Which past agency or client was the best to work with? (Past relationships only, please.)**

I've experienced great Agency relationships with both Critical Mass (interactive) and Rapp Collins Worldwide (direct).

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