

THE AGENCY EDGE

Your monthly **marketing inspiration in minutes!** Spotlighting timely topics in marketing, advertising, design, video production, analytics, and strategy.

Dear AMNY Partner,

Choosing the right advertising agency is a significant decision that requires careful consideration.

As you start your search for a full-service agency, I want to share some unique questions that can provide valuable insights into a potential partner's capabilities and culture. While traditional questions about experience, portfolio, and pricing are important, digging a little deeper can reveal hidden strengths and potential challenges.

To help you navigate this process, consider asking questions like:

Can you share an integrated marketing campaign you're particularly proud of?

Instead of asking about previous work experience, focus on a campaign the team loved. This approach will not only reveal their capabilities and strategic thinking but also provide insights into their passion for the work and clients.

How do you measure success, hold your teams accountable, and celebrate wins?

Focus on the stories behind the numbers. Uncover their problem-solving abilities, resilience, and passion for delivering exceptional results.

Can you describe a time a client expanded your capabilities and how you responded?

Uncover the team's appetite for innovation. Their response to external input reveals their adaptability and willingness to expand their skillset.

What is your team's creative process, and how do you involve clients?

Don't just admire the final product; understand the creative process. This question provides insights into their teamwork, client partnership, and ability to bring your vision to life.

By asking these questions, you'll gain a deeper understanding of an agency's capabilities, culture, and commitment to your success.

At Advance Media New York, we pride ourselves on building strong partnerships with our clients. We're here to help you every step of the way.

Thank you for joining us for another issue of the AMNY Advertising Edge.



Michele Sardinia
Vice President of Advertising
Advance Media New York



Creative Corner:

The freshest cut from our award-winning creative team.



VOX Pop - Voice of the People Creative Project

Advance Media NY turned up the fun factor with a "Vox Pop" campaign for Control menstrual cramp relief cream. Our award-winning creative team grabbed Olympic athlete Sydney Milani, hit the streets of Nashville, and created hilarious, informative videos. It's proof that serious topics can be light and entertaining!

[Check it out >](#)



Agency All-Stars:

Showcasing AMNY's Best & Brightest Talent



Our Commitment to Community

At Advance Media New York, we believe in fostering a culture dedicated to community betterment. We inspire our employees to extend their passion for improvement beyond the office, encouraging community service and involvement. Several of our colleagues have embraced this spirit, taking on leadership roles in local organizations aligned with their passions. We are proud to recognize their contributions and the positive impact they are making.

[Learn more >](#)



Monthly Marketing Brief:

What our savvy marketers are reading this month.

[Google Won't Be Depreciating 3rd-Party Cookies in Chrome \(DigiDay\)](#)

[The Best Paris 2024 Olympic Ads \(AdWeek\)](#)

[Five Marketing Skills You Should Be Developing \(Forbes\)](#)

Thank you for taking the time to read this issue of AMNY Advertising Edge.

Is AMNY the Agency Match You've Been Waiting For?

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