

adding to the roster of the group's global and regional healthcare agency brands, which includes Saatchi & Saatchi Health, Medicus Life Brands, Publicis Life Brands, Publicis Healthcare International, Publicis Touchpoint Solutions, and Publicis Medical Education Group. The co-presidents of Digitas Health and Ra-

Publicis Healthcare Group has made a strong commitment to innovation and to leading in the next era of healthcare marketing, which fits perfectly with the vision and mission of both Digitas Health and Razorfish Health," Ms. von Plato says. "I believe that by partnering with PHCG today, we will be able

certification, ensuring that we have the sharpest and best integrated skills on the market," says Jean-Yves Naouri, the chief operating officer of Publicis Groupe, who is responsible for overseeing PHCG. "PHCG is already the world's largest healthcare communications network, and now with the addition of Digitas Health and Razorfish Health, PHCG will become a global marketing and media network of unmatched capability and scale. Our clients will have access to a seamless, integrated range of services devoid of silos, rich in cutting-edge

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Why showing that you care matters more than ever

by Adam Turinas, senior partner, Relationship Audits & Management

What drives client satisfaction? Most people in advertising and marketing services would say that it's the quality of the end product and the results you deliver. This stands to reason, right?

Maybe not. In a survey across major advertisers, we found that more than 65 percent of client defections among marketing services providers were primarily as a result of service-related issues – not the quality of the end product or the results, but rather the way the service was delivered.

We are not alone; research from BTI Consulting shows that based on 2,800 interviews with corporate counsels, 70 percent of clients will not recommend their law firms to others. Moreover, 87 percent would replace a current firm if given a good reason. Most respondents cited poor communication as the key determinant.

There are many factors to providing high quality service. Clarity about and delivery against expectations is foremost, and clear communication is critical. There are many other factors, but one facet is certainly not discussed frequently enough: empathy and the importance of showing that you care.

In this challenging business climate, empathy is more important than ever. Agencies are under incredible pressure, but clients have it even worse. Putting yourself in your clients' shoes is not a behavior that comes easy to everyone in the agency business.

A story I recently heard has exemplified this notion. An agency presented creative for the annual holiday campaign to the marketing director of a major retailer. The experienced marketing director felt that the creative was off-brief and was convinced that it would not work. He politely and constructively gave the agency this feedback. Rather than accept the feedback, the creative director turned to the marketing director and said, "Be brave, John, run this campaign."

The marketing director recounted to a friend of mine what the implications would have been had he "been brave" and run the

campaign. First, it would most likely have failed, costing the company its most important sales period of the year. John would have been fired and his credibility damaged. It would have been hard for him to find another job, leaving him to face financial hardship and even the loss of his home. Imagine how this would have affected his family – all because he would have accepted the creative director's taunt to "be brave."

To the agency creative director, the worst he faced was the disappointment of his work not seeing the light of day. Meanwhile, the risks for the marketing director were much more significant and very personal. His advice to agencies was simple: Any time you and your team make a recommendation to a client, ask yourself what the personal and professional consequences for the client of executing your recommendations will be.

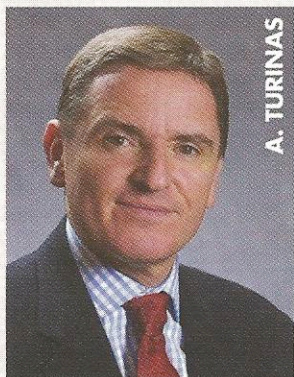
Companies that get it right make empathy part of the way the agency works with the client organization. They are effective at getting everyone in the company to care about the client's success.

I know of one South African agency that has developed a simple yet innovative way to show how much it cares about its clients' business. When the agency wins a piece of business, it invites

the new client's CEO to come and address the agency – a mandatory meeting for everyone in the agency. The CEO is asked to talk about his or her company, its goals, and its strategy. The account lead then talks about the work the agency has been engaged to do. Finally, the agency CEO tells all the members of the agency that if any of them have an idea for this client's business – irrespective of whether it is an advertising or marketing idea – that they should bring the idea to the account lead or to the CEO. The idea is then shared with the client, and if it is executed, the employee who came up with the idea receives a spot bonus.

By doing this, the agency signals to the client not only that the account team is committed to its success, but that it has the full power of the agency behind it – and 200-plus people who care about its success.

Adam Turinas is a senior partner with Relationship Audits & Management, a specialist in agency assessment.



Roska named as agency for Merz, launches new

Roska Healthcare Advertising has a new approach, a new Website, and a new client. The agency has been selected as agency-of-record for Merz Pharmaceuticals' Neurology business, focused on botulinum toxin therapy. As agency of record, Roska Healthcare will execute a full spectrum of traditional and digital marketing activities to support the Merz Neurology team.

The agency was selected for its track record for "marrying" innovative, effective strategy with solid measurement metrics and proven ROI, Merz officials say.

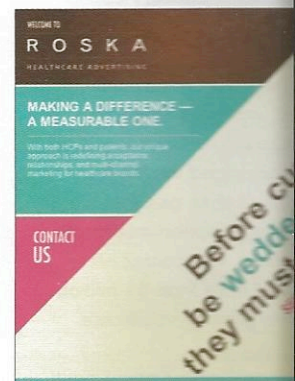
"Roska seemed to be a perfect fit for the brand," says Robert Yanez, marketing director, Merz Neurology. "We needed an agency that could develop traditional sales force materials and integrate them with the latest technology. At the same time, we were looking for a single source of contact. We didn't want to get lost in the maze of different divisions within a large holding company agency."

Jay Bolling, president and CEO, Roska Healthcare (roskahealthcare.com), says he is delighted to work with Merz. "They're looking to bring their field force some exciting technological innovations to enhance interactions with the physicians, and our team is eager to activate some of the cutting-edge ideas they've been working on."

Roska's selection as agency of record for Merz comes at a time when the agency is re-inventing its approach to direct-to-consumer marketing. To reflect this change, the agency has updated its Website to show clients what sets it apart from competition.

According to Roska leaders, years of proprietary research and measurable in-market testing have enabled the agency to create a new brand of healthcare marketing that delivers immediate, measurable interactions, and

builds client loyalty. "We've to come up that step-ling says. clients get the Roska brand grow while spear target audi The W five-step a ing the e within ca a "surroun a blend o



Roska's Website highlights the agency's approach and engaging the appropriate he sages delivered through a "surroun

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