

Do They Get It?

[Or do they just need a little more time?]

Our impressions of the 2006 American Association of Advertising Agencies' Supplier Diversity Trade Fair where 22 of the world's biggest advertising agencies met with a hundred small businesses in order to comply with client requests, NYCHR hearings, and federal regulations.

When delivering a new message, research and feedback are essential, aren't they?

What was the message at the AAAA Supplier Diversity Trade Fair? Perhaps it was, Do the 22 advertising agencies in attendance understand the need [no, not the need, the benefit], *the benefits* of engaging small businesses owned by women, vets, disabled vets, minorities, and HUBZones?

How did they do? One person's opinion is as good as the next but put two people together and you've got a focus group, right? So here is our opinion, The Bill Cruse and Mike Fanelle AAAA Did They Get It Focus Group; our qualitative analysis of literature, information sharing, attitude, enthusiasm, body language, and follow-up of the agencies at the meeting.



More aware of diversity procurement issues

Tier 1: Top of the list, prepared, knowledgeable, enthusiastic

DRAFTFCB Excellent literature, request for registration, recognition of all groups

McCann Erickson High-level buyers, apparent corporate commitment, knowledgeable and personally engaging

Deutsch Prepared, engaging, open for follow-up

EURO RSCG Limited literature but good department contacts, aware of all categories of small business

Leo Burnett Aware, engaging, aggressive, apparent high-level representation

Grey Aware, engaging, knowledgeable, buyers represented

Ogilvy & Mather Friendly, willing to listen

Lowes Worldwide Positive attitude, positive impression, they should learn more about the program

Tier 2: Glad they came, hope they will try harder next time

DDB Beautiful literature, one page of contacts, zero pages discussing diversity, would like to have seen more

Arnold Worldwide Aware, passive, perhaps not a big concern

MediaVest Engaging, good contact list, interest in diversity issues seemed marginal, need educating

GSD&M Seemed focused primarily on women and minorities, but enthusiastic and aware

Y&R Seemed sincere but unaware therefore unsure of what to do, hard to read

JWT Perhaps knowledgeable, but far too passive, not an issue with them

Tier 3: Some agencies get it, some just don't

TBWA Chiat/Day Seemed willing to listen, but had little to say, little to present

BBDO Unaware, perhaps they consider it an 'Omnicom' issue

Merkley + Partners No impression one way or the other

Campbell-Ewald Ambiguous, hard to read, less than enthusiastic, perhaps not well represented

Saatchi & Saatchi No mention of vets, HUBZones, literature copied from trade show template, very disappointing

Publicis Groupe There to publicize Publicis, not diversity

Element 79 Partners "We don't do that. We refer everything to Omnicom." [Yes, that's a quote.]

The Kaplan Thaler Group "How does it work?"



Less aware of diversity procurement issues

Vet | Disabled Vet | Woman | Minority | HUBZone

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