

The Age of Collaboration: 4 Benefits of Agency-to-Agency Collaboration

In today's competitive business environment, it is key to identify your primary strength, and emphasize it. Most of the time clients know exactly which need they are seeking to fill when they go to the market looking for agencies. In our experience, the depth of knowledge required to be a real expert at a specific skill is so vast that being a Jack/Jill of all trades may not be the best approach. Agencies, if you are trying to win business but you just keep falling short of what the prospective client may need, there is another way. Collaborate! ("And listen!")



Here are 4 reasons for agencies to collaborate with other agencies:

Combine & Conquer

“The enemy of my enemy is my friend”. This ancient proverb has been repeated from generation to generation for a reason. Take a look at modern-day example in the HBO series Game of Thrones where opposing families banded together to defeat the Army of the Dead, or the historic example at the Battle of Yorktown when the British General Lord Charles Cornwallis surrendered to General George Washington and his French

allies. This concept can also be applied to agencies in two situations 1) It's an ongoing process that breeds success 2) Winning larger accounts during bids, especially in the midst of a large RFP process.

According to [Investopia](#), "A request for proposal (RFP) is a business document that announces and provides details about a project, as well as solicits bids from contractors who will help complete the project". RFP's are usually significant in budget and

complicated in nature. This means that agencies of all sizes come to the table with their best ideas with the hope to win the project. If you are a small/mid-size agency, with specialized resources, it may be difficult to seem attractive during these RFP's when the scope of work is vast.



Our advice, partner with another specialized agency and you both tackle the RFP as one team. Be the digital arm to the traditional advertising agency, be the social media expert to the video production company, whatever it may be, it's you and another small/mid-size agency vs a larger agency that has everything in-house.

**It is worth reiterating the point that this type of partnership is not only applicable to RFP's. It should be ongoing process that agencies participate in to maximize their client's success and ultimately revenues.*

Make Something Memorable

The ability to position your agency as a collaborative powerhouse can be a great asset when moving into new or emerging markets or for campaigns to make your client stand out against the competition. Whether you are white-labeling your partner capabilities or

not, the ability to show that you are capable of more than your core competency speaks volumes to your stature in the market.

The most recent shocking ad campaign with Burger King's moldy whopper was a collaboration. According to a recent [article](#) the campaign is "an unusual collaboration between rival holding companies – the WPP-owned DAVID and INGO together with the two Publicis Groupe offices." This is a great example of two unlikely parties joining forces and clearly creating something memorable. I mean just look at that [video](#)!



Avoid Groupthink

Groupthink. Such a dangerous reality that is present in every organization and is even more prevalent within specific departments. In a nutshell, groupthink is the idea that people in a group tend to arrive at faulty decisions in order to conform to the group's norms and not disrupt it. One way to minimize the effects on groupthink is to diversify the group itself.

[A study conducted by the Boston Consulting Group concluded that companies with diverse leadership produce 19 percentage points more revenue than companies with below-average leadership diversity.](#)

If you are an agency that specializes in social media management, it's fair to say that the way you view the world is mostly through that lens; and that's valid! But by collaborating with other types of agencies, you get to unlock more of those lenses; groups begin to diversify and therefore arrive at better overall decisions. Constructive

conflict breeds innovation and the best way to arrive here is to increase productivity by having different ideas.

Grow Your Network

The most obvious reason to collaborate is to build your network. Regardless if you are a Google Ads guru, a CEO visionary or a copywriter, you have an innate desire to connect and belong. Growing your network both professionally and personally is fulfilling in more than one way.

Firstly, as a professional, you can showcase your skills to other professionals and begin to grow your personal brand. You never know when a good connection will come in handy in the future. Secondly, as much as you are an individual, you are also part of a group and represent your company when you are collaborating with other teams. By demonstrating exceptional teamwork and idea generation, you will also be building the brand of your company. This is a great way to attract additional business opportunities and talent in the future.



Collaboration is a wonderful thing and we also urge agencies and brands to also look at the collaboration between agencies and in-house marketing teams as a positive. Remember that no one knows your business like you do, and there's a reason the brand has decided to look externally for assistance. Collaborate with

unlikely partners and you may be positively surprised at the outcome! Here at McKay Advertising + Activation we've found great success in this very concept.

Contact us at annmarie@mckayadvertising.com or call us at 813.498.0376 to discuss partnership opportunities.