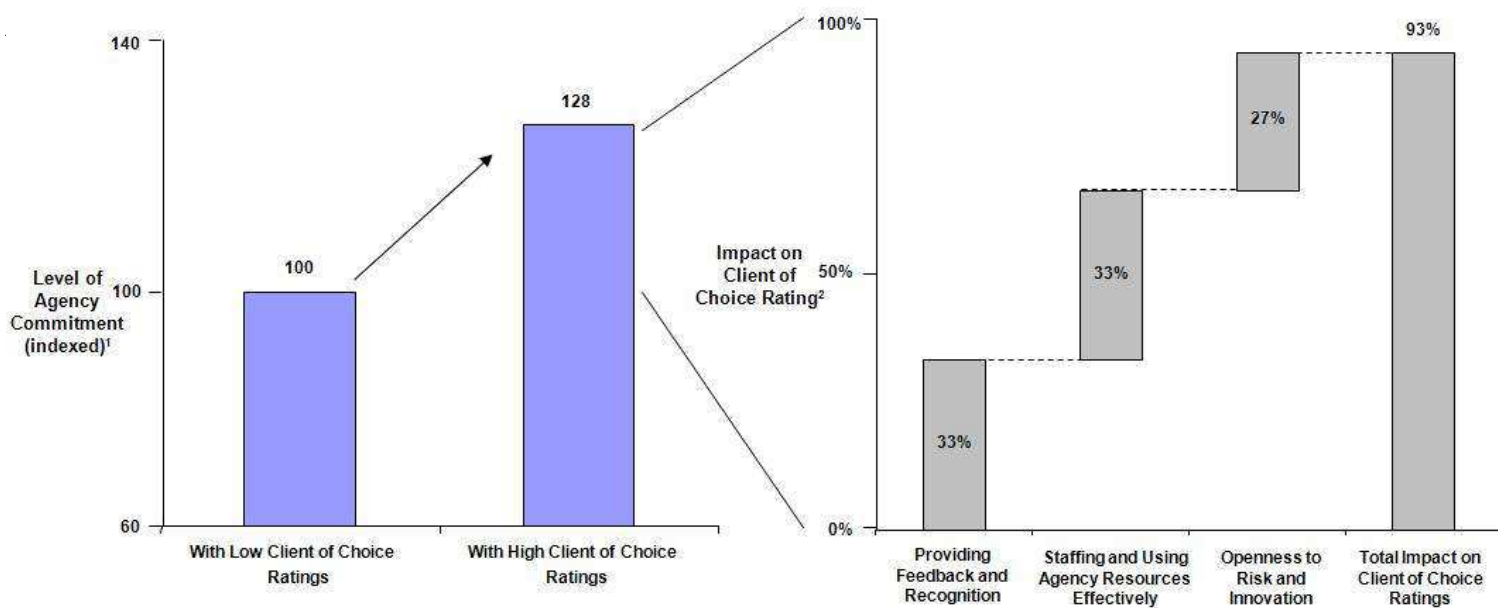


Driving Agency Commitment

Becoming a Client of Choice has a 28% average impact on all components of Agency Commitment...

...and is, in turn, driven by other attributes within the client's control



¹ Impact represents average effect on Agency Commitment components resulting from a move from poor to good agency ratings of the client as a Client of Choice. Results control for geography, industry, business model, and agency characteristics

² Impact represents the total effect on Client of Choice ratings resulting from a move from poor to good agency ratings of the client on each driver. Results control for geography, industry, business model, and agency characteristics

Drivers of Client of Choice: *Full Results**

Key Finding: Providing good feedback and recognition, and using agency resources effectively are the best ways to become a client of choice.

