



If your intuition is that your agencies could be working better together, and with you, then it's time to learn the Hallway Talk.

Hallway Talk helps brands get more from their agencies.

Most brand marketers have multiple agencies, often with overlapping capabilities, working together on the same business. This results in a complexity of roles, responsibilities and relationships. A lot of brand marketer time is spent managing the issues that arise from this complexity.

Within 4 to 6 weeks the **Hallway Talk Interagency Relationship Review and Recharge** untangles the complexity of interagency relationships resulting in:

**BETTER
DELIVERABLES**

**MEASURABLE
RESULTS**

**IMPROVED
EFFICIENCIES**

The Hallway Talk process uncovers what's working and what's not – in short, what people are saying to each other in the Hallway, but not to you. Our study reveals actionable insights that will help mobilize agencies to work together more effectively, with less brand marketer intervention.

The outcome: A streamlined process and sharper focus on your goals and expectations resulting in better thinking, ideas, integrated plans, media buys and execution.

Learn how Hallway Talk can help your agencies deliver more value, better work and better results for your marketing dollars.



To set up a 20 minute phone call to learn more, contact:

Dory Shaw Ford 949.294.6860 dory@hallwaytalk.com
Penny Jo Welsch 714.642.3560 penny@hallwaytalk.com

HALLWAYTALK.COM