

7+2 érv, amiért érdemes az ügynökséget választani

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geometry

Ogilvy





know your purpose





Do you
know your purpose?





have your solid pillars



Do you
have your solid pillars?

An aerial, top-down view of a modern office lobby. The floor is composed of large, light-colored square tiles. Several people are walking in different directions. In the upper left, a man in a blue suit jacket and a woman in a black top and light-colored pants are walking. In the upper center, a woman in a maroon dress is walking. In the upper right, a woman in a light pink top and black skirt is walking. In the lower right, a man in a white shirt and dark pants is walking. The text "have the needed capacities" is overlaid in the center of the image in a white, sans-serif font.

have the needed capacities

An aerial, top-down view of a modern office lobby. The floor is composed of large, light-colored square tiles. Several people are walking in different directions. In the upper center, a woman with blonde hair in a maroon dress walks away from the camera, holding a white coffee cup. To her right, a woman in a light pink top and black skirt walks towards the camera, also holding a white coffee cup. On the left side, a man in a blue suit jacket and a woman in a black top and tan pants walk towards the camera. On the right side, a man in a white shirt and dark trousers walks away from the camera. The overall atmosphere is professional and busy.

You surely do
have the needed capacities?



have ALL the knowledge

A stack of five books is placed on a wooden table in a library. The background shows wooden bookshelves filled with books, slightly out of focus. The text is overlaid on the image, with the first four lines in blue and the last line in white.

**Are you capable
to invest
in order to
have ALL the knowledge ?**

everyone at the company is
on the same page



Is really
everyone at the company is
on the same page?



YES

NO

MAYBE

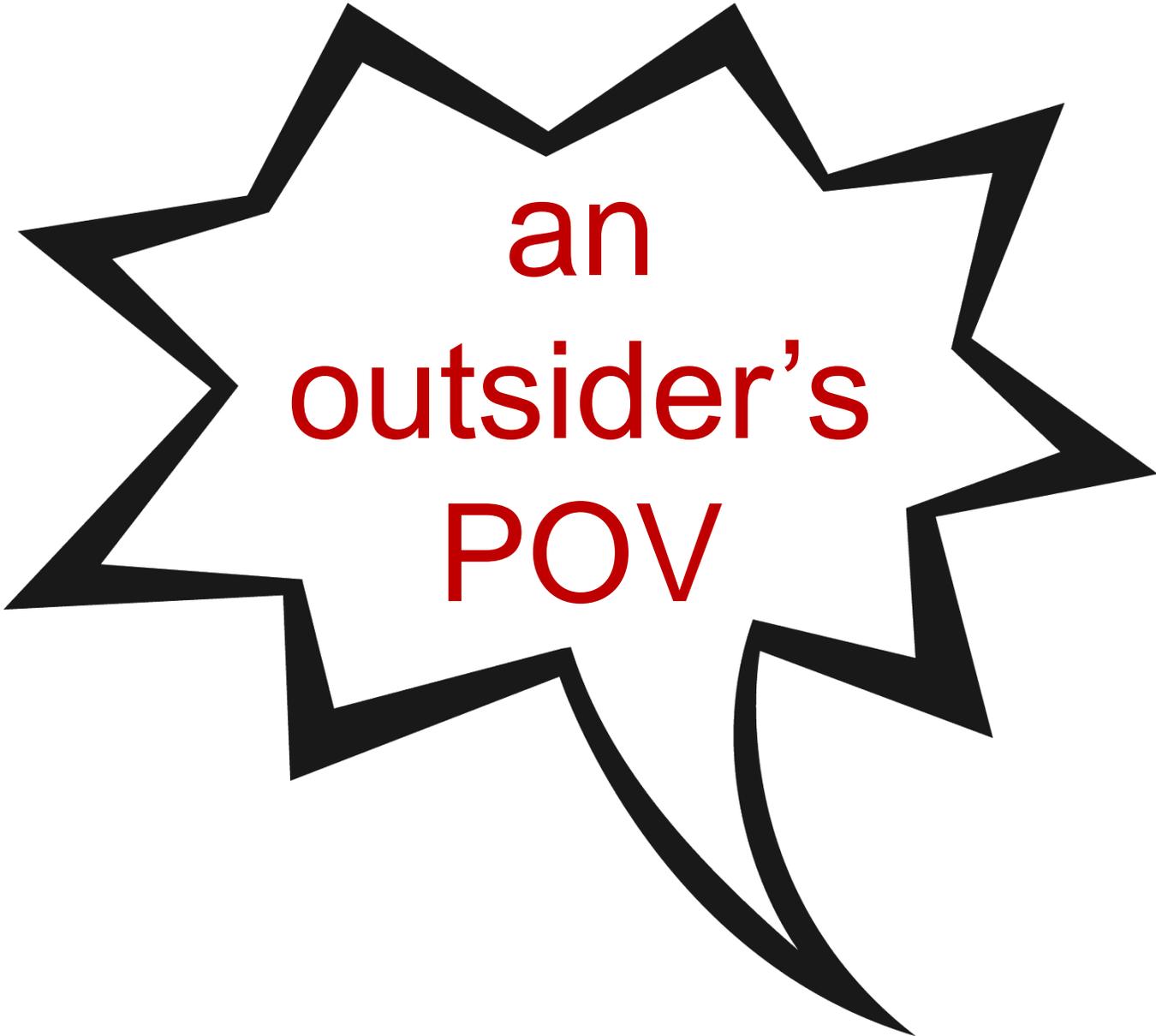


NO

MAYBE

you need an agency





an
outsider's
POV



a much broader
view about the
whole category



easy access
to other
countries



more &
specialized
expertise



brings a diverse,
colorful, creative
spirit, adds spice



managing
capacities



can provide extra
services, discounts,
better prices



a full team is
informed & involved,
no damage if some
leaves



acts as a mediator,
simplifies approvals



thank you

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