

# 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?



have the needed capacities



**You surely do**  
have the needed capacities?

A photograph of a library interior. In the foreground, a stack of five books is placed on a wooden table. The books have various colored spines: blue, red, white, blue, and green. The background shows wooden bookshelves filled with many books, slightly out of focus. The text "have ALL the knowledge" is overlaid in white at the bottom left.

have ALL the knowledge



**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

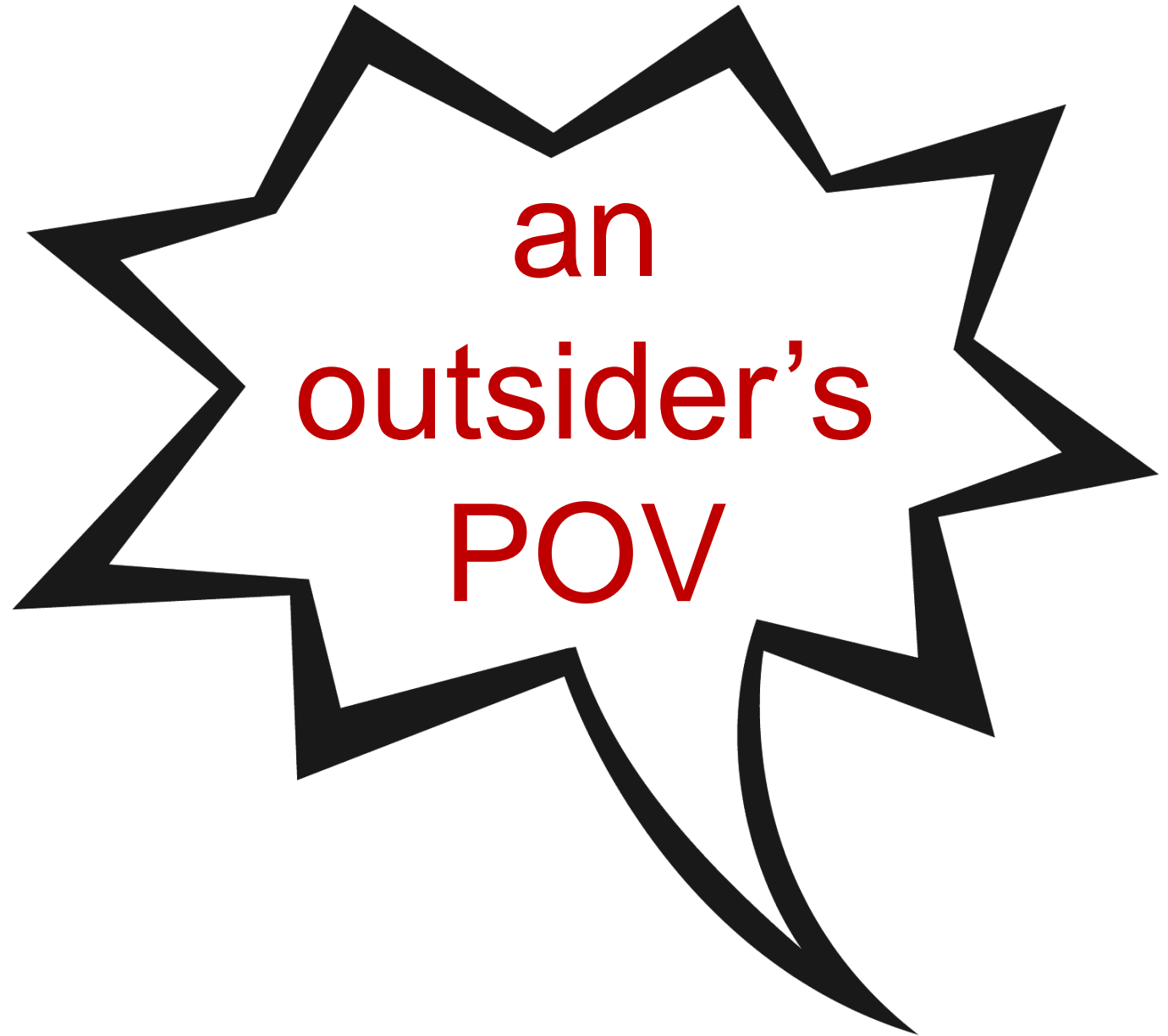


NO

MAY BE

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 sone  
leaves



acts as a mediator,  
simplifies approvals



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