THOU SHALL NOT BATTLE YOUR OWN ARMY

A Handbook on How to Get the Best Work Out of Your Agency

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THE SURVIVAL GUIDE





1. The "Boy Who Cried Urgent" Syndrome

If every single job is a code-red emergency, nothing is. Save the fire alarms for **actual fires**, not a misplaced comma in a first draft.



2. Feedback is a Gift, Not a Weapon

Don't be vicious. Designers have put in a lot of **sweat and blood** into your work. Even negative feedback can be given in a positive voice.



3. The "Are We There Yet?" Dance

Trust the deadline. If your agency is responsive and dependable, wait for their responses - don't call immediately after sending a mail (or before a job is due).



4. The "Make It Pop" Paradox

A napkin sketch is not a brief, and vague requests lead to vague results. Tell us **exactly** what you want, not just that the design needs "more jazz" or "extra oomph."



THE SURVIVAL GUIDE



Logic. basics.
headache, and. therapy →
to. be. large. done.



5. The Frankenstein Feedback Loop

Please, for the love of aesthetics, **consolidate your feedback**. We cannot decipher 14 separate emails from 6 different stakeholders containing entirely contradictory requests.



6. Stop Putting Carts in Front of Horses

If the shoot assets are coming next week, let's not insist on us closing 'everything else' this week.

This only leads to **rework, confusion** and **mayhem**.



7. Valentine's Day Snuck Up on You?

Plan **in advance** to give yourself and your agency less ulcers.

Know when important dates are coming up.



8. Make it Us vs. The World

Sweet talk your agency so they are willing to **jump on a grenade** for you. If they shudder every time you call them, half of the battle is already lost.

