**Agency Options: Ogilvy and Mather versus Weber Shandwick**

**To:**Dr. Ron Culp, CEO

**From:**Jennifer Lavine, Intern

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**Subject:**The Right Agency for Our Product

**Overview**

Currently our company employs two agencies to handle our product. It is important to understand the inner workings of these agencies and their strengths and weaknesses. Both have unique traits that I will examine and follow up with a recommendation.

**Size**

The size of a company will directly affect the reach the company has. Both Ogilvy and Mather as well as Weber Shandwick have offices across the globe. Ogilvy and Mather consists of 450 offices in 169 cities. It is the eighth largest public relations firm. Weber Shandwick consists of 123 offices in 81 countries making it smaller than Ogilvy and Mather. The smaller size may limit Weber Shandwick’s ability to promote product awareness globally, however it may also translate into more attention on our account.

**Structure**

Having a solid structure within creates a cohesive environment. Both companies possess their own hierarchy.

Ogilvy and Mather has ten tiers in order as follows: Intern, Assistant Account Executive, Account Executive, Senior Account Executive, Account Supervisor, Account Director, Executive Group Director, President, and at the top there is the CEO/Chairman.

Weber Shandwick has two more tiers and is as follows: Intern, Assistant Account Executive, Account Executive, Senior Account Executive, Account Supervisor, Group Manager, Director, Vice President, Senior Vice President, Executive Vic President, President, and at the top there is the President of North America.

Although the tiers differ slightly the biggest difference is the addition of a Vice President, Senior Vice President, and Executive Vice President within Weber Sandwick. It appears this term is interchangeable with “Director” at Ogilvy as a Vice President is also listed as a Regional Strategy Director on their company’s website. This may mean their directors play many roles which could be beneficial to our account. Being well versed in multiple areas creates someone who is able to handle and understand more tasks producing a more efficient environment. It is important that these individuals are not overworked, however. Weber Shandwick’s additional tiers may alleviate being overworked, but may also complicate their process by adding too many additional opinions that may hurt progress.

**Key Clients**

Key clients are important to note so that there are no conflicts of interest and it is noted that the company has prior experience handling our audience.

Ogilvy and Mather represent clients that range from American Family Insurance to Coca Cola. Ikea is one of their larger accounts and focuses on digital media as their form of advertisement.

Weber Shandwick represents Unilever and worked on a large campaign for Suave shampoo featuring Nicole Richie. Weber Shandwick was hired by Centers for Medicare and Medicaid Services to raise awareness about the Affordable Care Act in 2012. They also represent GHR; a catholic foundation that supports entrepreneurship within the community.

Both companies have a well rounded portfolio. Ogilvy and Mather do appear to lean more towards the consumer side, while Weber takes on more corporate PR. In this matter Ogilvy and Mather may be a better option.

**Culture**

When approaching business it is best to have aligning interests. Each agency has its own corporate culture that reflect its values.

Ogilvy and Mather concentrate on what they refer to as “360 Brand Needs.” They believe in a holistic approach that can meet both the demands of local and international brand identity. Ogilvy and Mather also focus on ideals. They believe in branding both inside and outside the company. Most of their employees come from other Public Relation firms with prior experience in the field.

Weber Shandwick has five core values; Integrity, Collaboration, Learning, Innovation, and Quality. They are primarily concerned with ethics and transparency while encouraging their staff to expand their knowledge of clients and the industry. They are also more inclined to take people from different backgrounds ranging from Architects to Journalism. This makes Weber Shandwick a more diverse company.

While both cultures are aligned with our interests, experience may be a more valuable asset than diversity in this matter.

**Recommendation**

Ogilvy and Mather are the superior option. Their ability to reach a large global community due to their size and their experience with consumer products give them an advantage that the company would benefit from. While Weber is a viable option, they are still a relatively young company and may be structurally compromised. Ogilvy and Mather meets the needs of the company.