

Is this how you choose your PR agency?

 By [Keri-Ann Stanton](#)

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After a couple of decades in business (the agency not me!) it is fascinating to still hear of unhappy clients, that when push comes to shove, stay with the agencies that drive them mad, simply because 'better the devil you know.'

Why oh why would you do that when there are better agencies out there? Agencies with better teams, more strategic thinking, a thicker little black book, experience that would allow you to sleep sounder at night?

Because changing agencies is hard work.

That little grammar foible of yours that you have *just* got the account manager to self-correct after two years on the account? Those key messages that are *finally* starting to come through in the press releases 12-months down the line? The reporting fight that you have won after six months of them trying to implement their style on yours?

Smart PS's know how to work quickly

We understand dear clients, we really do. We have to do that with each new hire too. But when you choose a great agency over the agency that you have used for years, you will be surprised how quickly said agency can become immersed in your brand, your style and your objectives. Why? Because smart PRs know how to work quickly, effectively and understand that they are there to lessen the load of the client, not add to it.

So next time you decide you are staying with the incumbent because 'better the devil you know', rather ask yourself why you would dim the spotlight on your own brand. Two weeks of intensity with a new agency with fresh ideas and smart strategic insight could make you fall in love with your brand all over again.

In the same vein - it is why we change up teams internally regularly too. All the learning remains in the agency, but the client gets exposed to new PRs with different skillsets who bring a different way of thinking and doing. Is it perhaps time to re-look your PR agency and teams?

ABOUT KERI-ANN STANTON

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