

How do agencies keep the love alive?

Top ad execs tell us what they really love – and how the things they love make their agencies worth loving (or at least liking).

“If you want to get to know someone, find out what makes them angry.”

So says an old saying. But we’re revealed as much by what we love as what we hate. So, as The Drum celebrates its Summer of Agency Love, we issued an open invite to agency execs: Tell us what your agency truly loves – whether that be a mascot, a philosophy, or – as one shop below declares – “sex, drugs and ROI.”

What results might just be the best way of learning what genuinely makes these agencies tick, we’ve ever (accidentally) come up with.

Sammy Mansourpour, managing director, AgencyUK: “This agency loves potential. It’s everywhere, if you’re willing to look for it: in the young person who hasn’t had their first opportunity yet; in a brand with bigger ambitions than its current reality; in our own business – in the ideas we haven’t had, the things we haven’t tried and the agency we’re still becoming. Our job is to create space for that potential to be realized. That means opening doors for emerging talent through apprenticeships, to learn by doing; helping clients see what their brands could become (then doing the hard work to get them there); and never assuming we’ve reached our own potential, either.”