

Nike seen as top client by UK agencies

Nike, Google and Coca-Cola are seen as the three most attractive clients to work for by UK creative agencies, a report has revealed.

The Talent Business, the recruitment firm, and Bonamy Finch, the insights group, polled 98 senior agency executives, some 81 of which it said would be "very desirable" to deliver ads for Nike, the sportswear specialist.

A further 14 panellists agreed it was "quite" appealing to achieve this status. Gary Stolkin, global chairman and chief executive of The Talent Business, argued that Nike's willingness to experiment with its marketing campaigns was a crucial factor behind the firm topping the rankings.

"Nike's position as the most desirable brand for a creative agency to work with is testament to the innovation and independence that seems to imbue many of its campaigns, both in the UK and beyond," he told Marketing magazine.

Second place in the charts went to Google, the online search specialist, which 69 contributors saw as a highly sought-after client, alongside 26 respondents that described it as being "quite desirable".

Coca-Cola, the soft drinks manufacturer, claimed third, with another 69 participants seeing it as an extremely appealing partner, and 22 offering a slightly more modest recommendation.

Volkswagen, the carmaker, was fourth, as 66 of the sample thought it would be a "very desirable" customer, and 34 ranked it as "quite desirable".

Completing the top five was Apple, the electronics firm, which matched the first of these ratings, and registered a total of 28 on the latter.

One characteristic possessed by the best clients was being "ideas driven". An 81% majority of executives stated this trait was "extremely important".

Second spot on this measure was for brand owners that fostered collaborative relationships with their agencies, mentioned by 47% of interviewees.

Among the 27 potential clients assessed, SC Johnson, the household goods group, recorded the lowest score, with only three creatives agreeing it was a desirable organisation to work for.

L'Oréal, the cosmetics manufacturer, was afforded the same status by 14 respondents, with GlaxoSmithKline, the healthcare firm, on 18. GM and Ford, the automakers, posted 26 apiece on this metric.

Fonte: Warc. [Portal] Disponível em:

<http://www.warc.com/LatestNews/News/Nike_seen_as_top_client_by_UK_agencies_.news?ID=30390>. Acesso em: 19 Sept. 2012.