

Do you think more clients would rather work on a project basis with different agencies?

Why just have one agency, why not open it up and let smaller hot shops work on your business. I hear you saying, "because the brand must remain consistent etc". But if the Client is the brand custodian in the first place then what's the problem?

I find this quite an interesting concept and figure there could be a great future opportunity in this type of thinking.

Who's game?

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