

MEMO

TO: Agency Team
FROM: Logan Hansen
DATE: February 5, 2023
RE: Relationship with Nike

Recently, Nike has hired a new senior vice president of marketing. They want to cancel the current campaign. Instead, Nike is planning on working with customers to make content ideas for them. We need to remind our client why they are working with us.

SUMMARY

The new SVP of marketing is anti-agency and wants to take a different approach. Nike is our biggest client. We need to gain trust from the SVP that we are crucial to their success. These are the things we need to remind Nike to maintain our relationship:

- **Working with our agency takes stress off the client.** Letting us take care of their campaign will allow Nike to put more work into other areas.
- **We specialize in campaign work.** Our agency has employees who have been working on campaigns for years.
- **Nike has been a client of ours for years.** The work we have done in the past with Nike proves we lead them on a path of success

ASSESSMENT

The heads of each department should be prepared to meet with the new SVP of marketing. Our goal is to maintain our client Nike. We need to prepare positive statistics to present to the SVP. This is a time to get to know who we're working with.

For now, I recommend two things to be completed before our meeting:

1. Learn about the SVP's professional history.
2. Look up some personal facts about the SVP, ex. Where they are from.

Thank you for reviewing this urgent information. If you have questions, please contact me at (123) 123-123