

Is it time to consider a new Agency model?

It's no secret. The communications landscape is evolving at warp speed. New solutions, emerging media, and new ways of connecting with customers are at the forefront. In addition, clients are re-structuring and re-organizing to drive more efficiency and greater returns for their marketing efforts.

Mike Rutstein, Founder and President of STRIKEFORCE COMMUNICATIONS LLC recently shared his views on the changing agency landscape and why STRIKEFORCE is designed to address this evolution and deliver more for clients.

Q. So tell us, what's happening in the industry that's driving the need for new Agency solutions?

A. I think clients are recognizing more and more that traditional ways of working are no longer relevant or optimal. When you consider the fact that pharma is moving to specialty products, the new world economy that we operate in, innovations in technology, and the desire to drive greater returns with greater efficiency – it's really no surprise that clients are clamoring for something new and different.

Q. What inspired the creation of STRIKEFORCE COMMUNICATIONS?

A. STRIKEFORCE was designed to address burgeoning unmet client needs in the marketplace – the desire to better align the right resources with the right assignments, the delivery of a more potent creative product, and the ability to deliver more customized solutions through a much more favorable cost structure model. Today, clients



recognize that a traditional agency structure comes with a great deal of compromise and high cost.

Q. How is the STRIKEFORCE model different than traditional healthcare Agencies?

A. Unlike traditional Agencies (both big and small), STRIKEFORCE is an open source model which means that we are not confined by the people "in the box." Instead, we operate through a S.W.A.T. team approach that allows us to tap into our vast network of talent and resources to align the right talent and expertise for each client. We call it "Precision Pairing."

Q. So, what you're saying is that you can cherry pick top level talent and assemble a team to meet the specific needs of your clients?

A. Exactly. In fact, that's what leads to a stronger end product and a more efficient delivery. And that's what our clients are experiencing with us on both a project and AOR basis.

Q. So who are your clients, and how are you working with them?

A. Since we launched STRIKEFORCE, we have engaged with some of the smallest and biggest pharma companies in the industry, and our client roster is rapidly expanding – Pfizer, Azur, Alcon, Abbott, KCI, Takeda, Orexigen, Teva and several others. Our Clients, both big and small, are seeing the benefits of this way of working, not only from a speed/efficiency perspective, but more importantly, in the end product. And, the results speak for themselves. In fact, in February, STRIKEFORCE was nominated for the *MedAdNews* Vision Award which recognizes "initiatives that have the power to transform the way that healthcare communications agencies do business".

Q. Where do you see agencies going from here?

A. Clearly, clients will continue to look for new ways of working and the ability to do more with less. I think the days of the traditional agency structure are seriously in question. As clients look specifically for innovation, customization, and greater efficiency, we expect this to continue. Visit: strikeforcenyc.com

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