

For immediate release – (25/07/12)



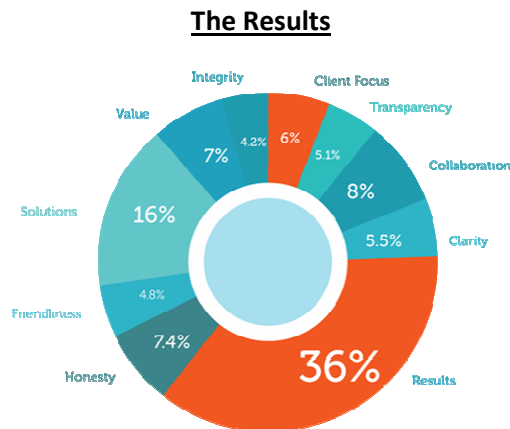
Businesses answer: "What do you want from an agency?"
- At the Glow Labs stand at Marketing Week Live

The Results are in... Results are king

Digital agency, Glow Labs wanted to create an engaging, interactive stand at Marketing Week Live by asking delegates: "What do you want from an agency?"

The poll ran at both the recent, London event and online. The question attracted answers from many of the UK's best known brands, including: British Telecom, Mencap, O2, T Mobile and Mars Drinks.

So what do businesses and brands really want from their agencies in 2012?



The results are clear: Delivering results is the key to success for any agency, while offering solutions, polled a very respectable second. The evolution of the industry means that collaboration is the third most sought-after agency attribute.

Mayur Upadhyaya, Managing Director at Glow Labs explains the agency's approach to its stand: "As a digital company we wanted to do something interactive. This was a lot of fun, engaging and very insightful".

-Ends-

Notes to editor

For further information about the poll and the insights from it, please visit the website:

<http://whatdoyouwantfromanagency.com/>

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