

PILE AND COMPANY

A YEAR IN REVIEW

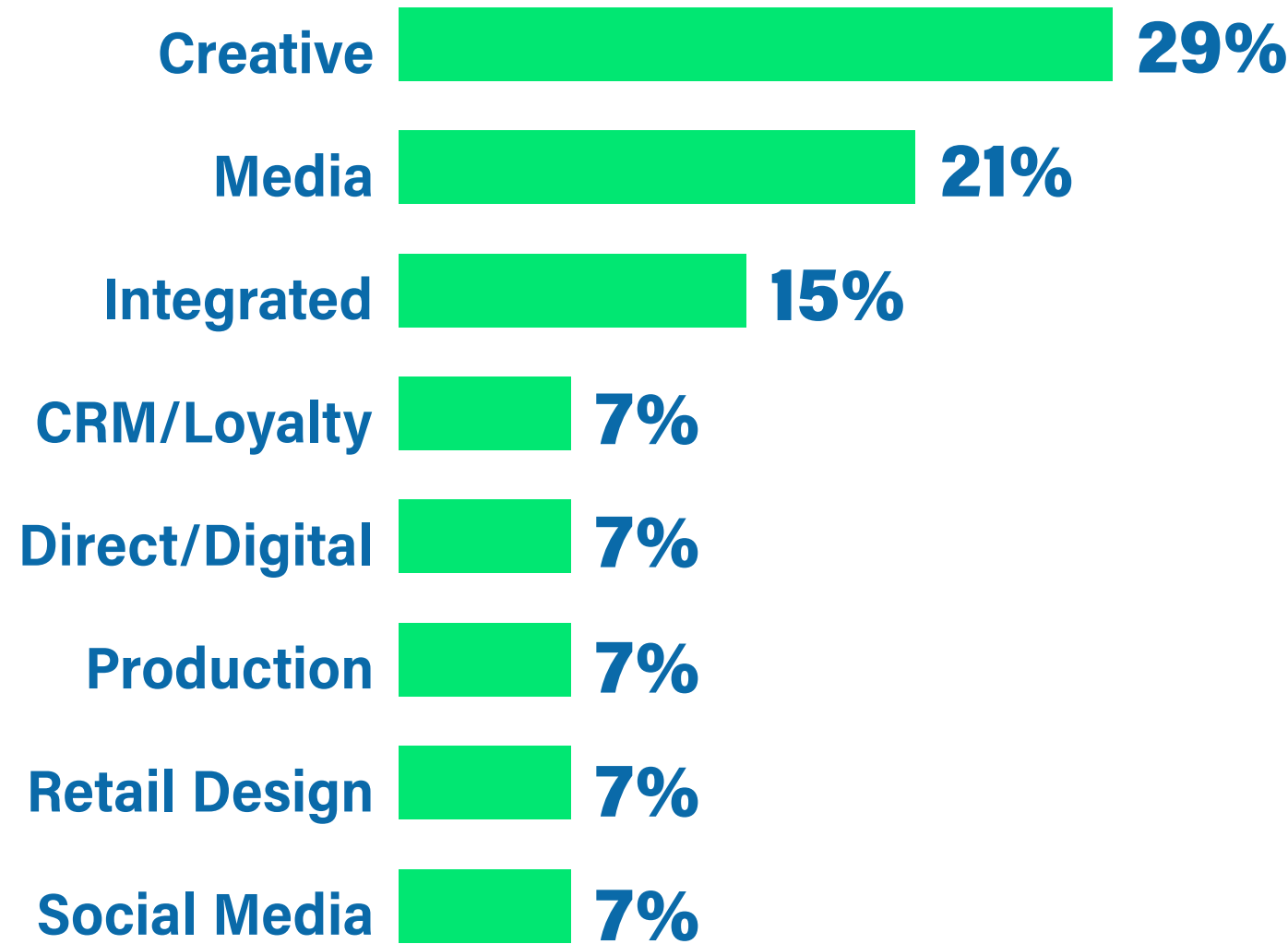
QSR. AOR. CRM.

We'll explore all of these acronyms and more in our 2023 Year in Review.

2023 was a story of creative, media and specialized agency searches.

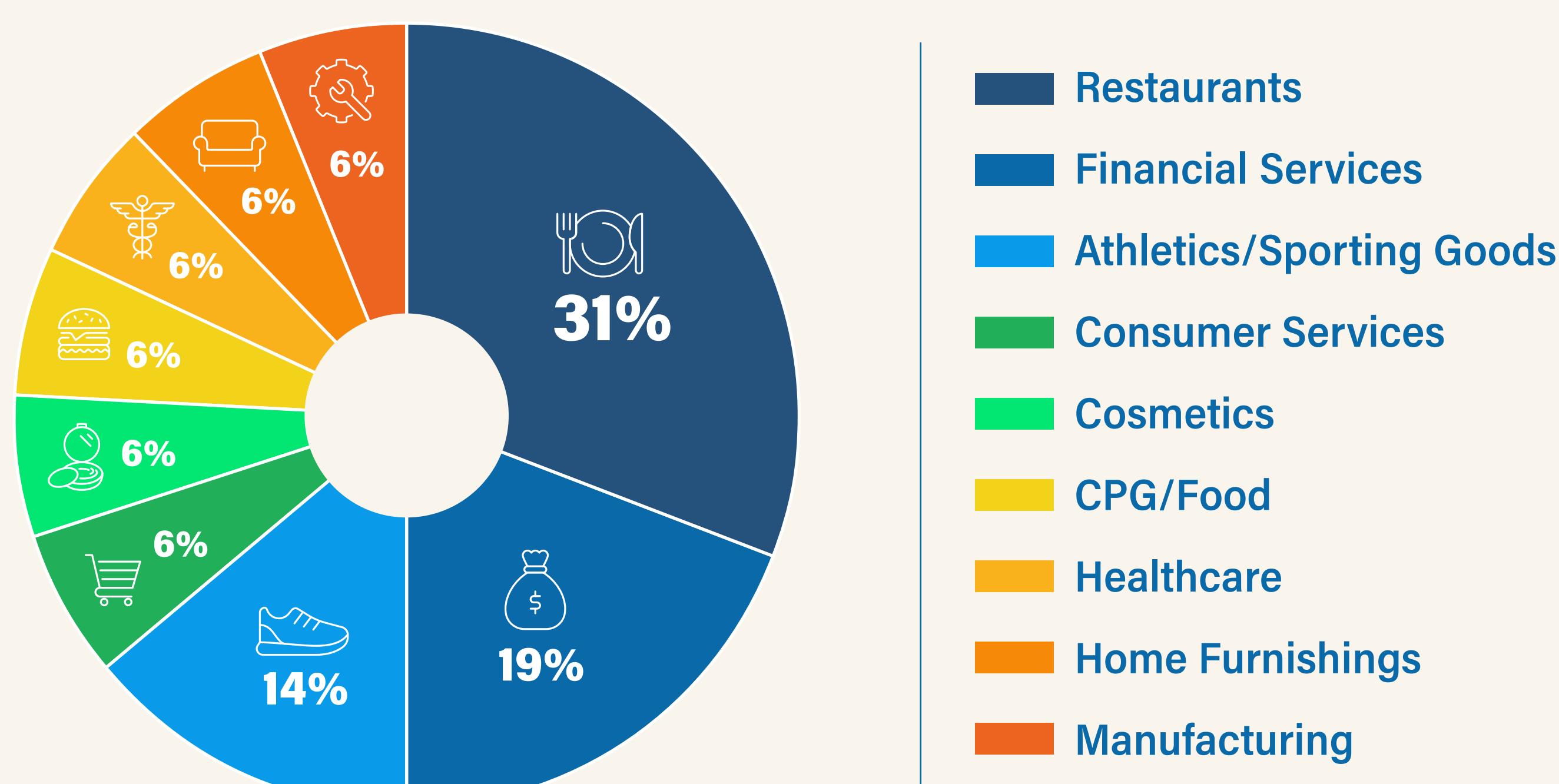
CREATIVE AND MEDIA held steady in 2023 as our top agency searches. Clients continued to prioritize strategic media partnerships in addition to creative chops.

50% of our search business has been creative and media. The other 50% has been everything else—diversified, specialized agency search.

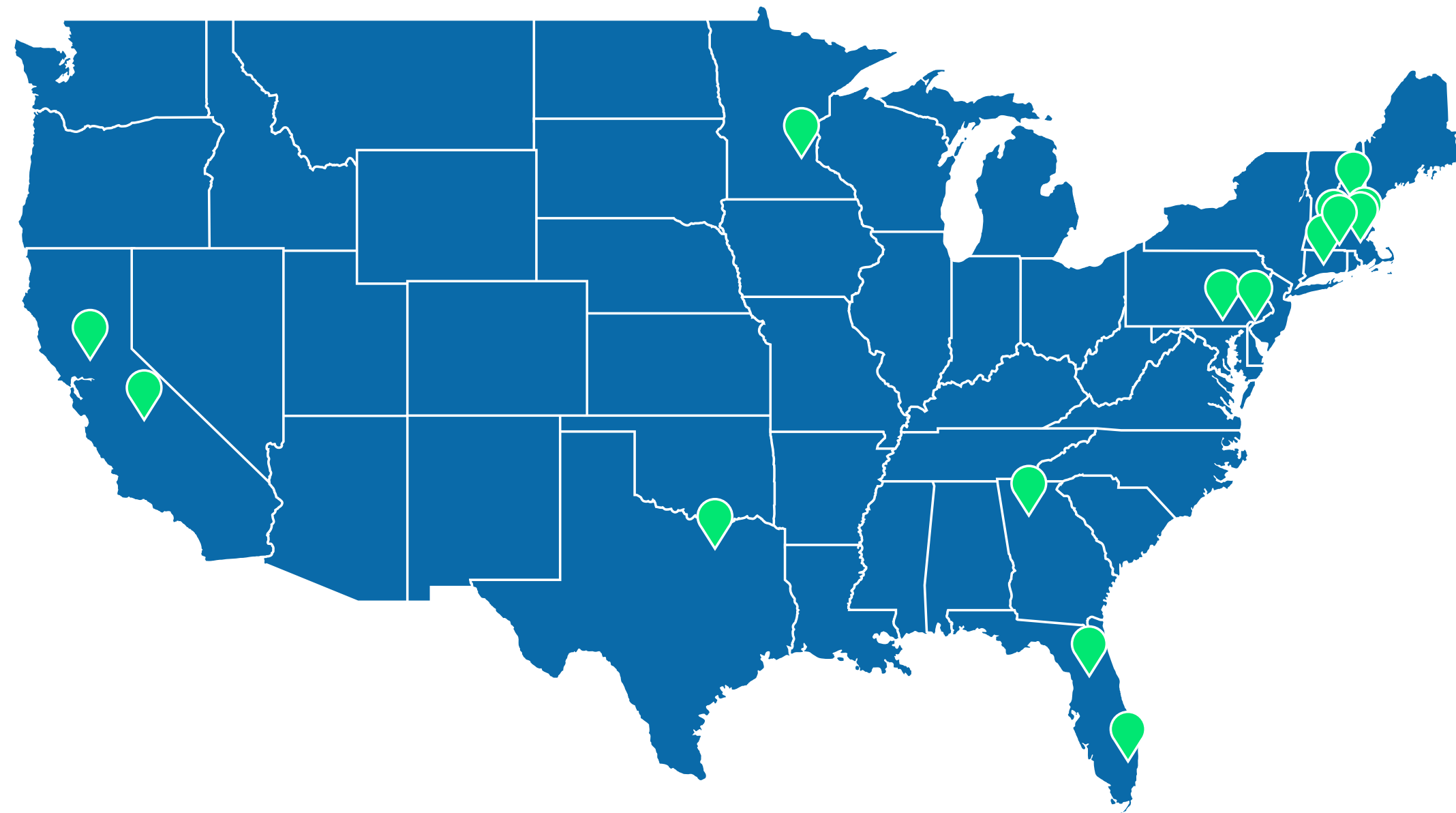


Order up!

From QSR to casual dining, the restaurant category was our most active industry for agency search this year.



The Northeast, Southeast and West were our key client locations this year.



Clients we work with typically put AOR accounts up for bid. So, unsurprisingly, all of our 2023 clients (except one) were in search of an AOR.

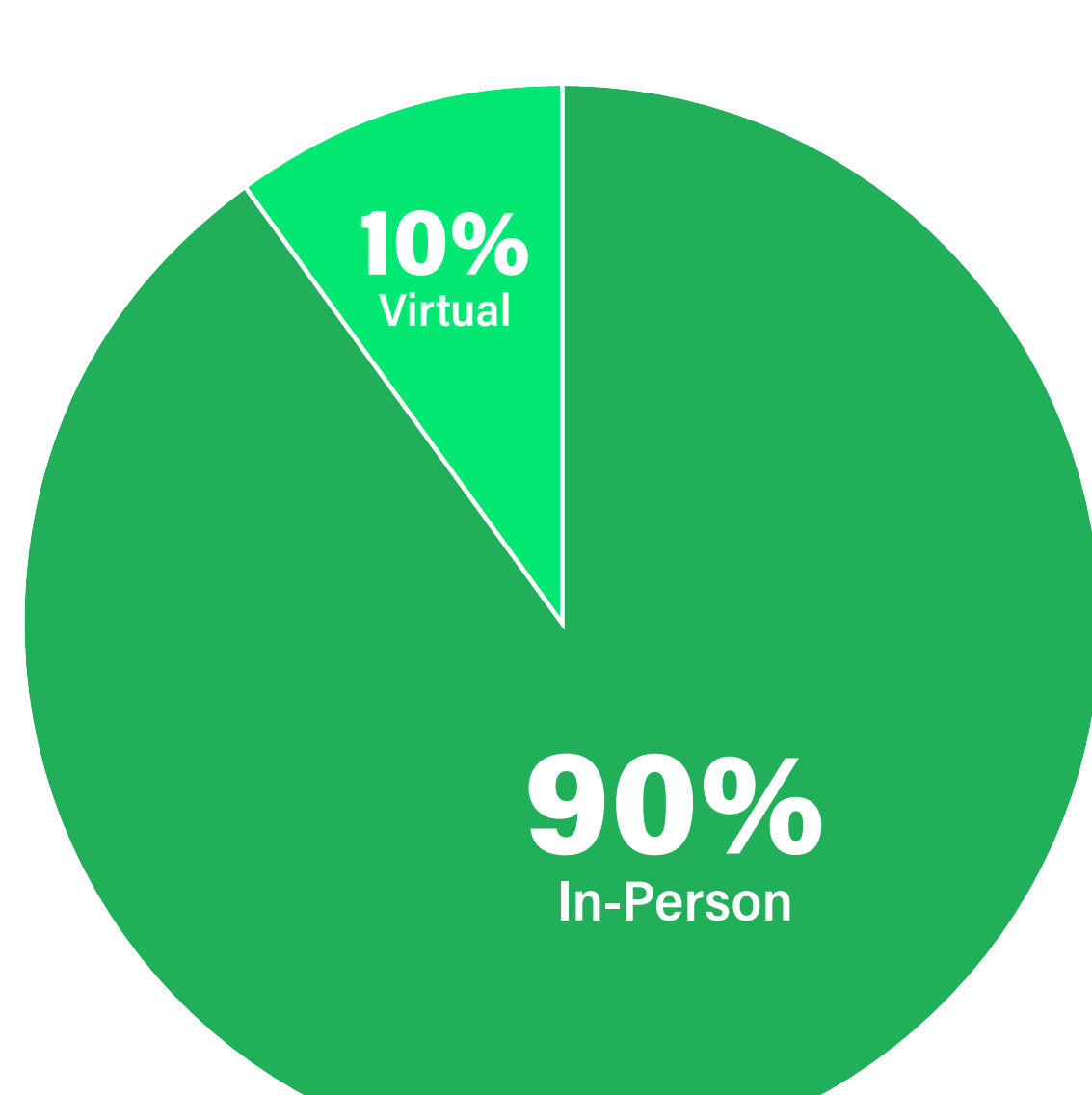


But, this *isn't* a **MAD MEN AOR.**

AOR no longer means one agency handling a client's entire business. Today, AOR means one agency handling one discipline within a client's business.



65 in-person meetings and 25,000 miles flown. Yes, we are traveling again!



Travel came back with a roar this year. While we still have some virtual touchpoints, we brought back in-person meetings at key points in our process.

Working sessions allowed clients to observe how agencies listen and take feedback. In-person meetings meant clients could meet more of the agency team. And being face-to-face helped clients ask and answer, "How does this agency work? How would they work with our team?"

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Pile and Company is a leader in agency search and management consulting. For immediate inquiries, contact Meghan McDonnell at (617) 587-3937.