

AN OPEN LETTER TO ADVERTISERS FROM AICE:

As a brand manager, every so often, you have the unique joy of watching magic happen.

When you produce a piece of communication, toss it into a sea of competing messages, and somehow, yours rises to the top.

A TV commercial makes an incredible splash. An online video produces millions of hits. The needle doesn't just move — it jumps.

And you remember, there really is a difference between good work, and that which is truly great.

We remind you of this fact because, for decades, advertising agencies have relied on our independent editors to help them achieve their visions. We've worked side by side with creative teams, analyzing each take, exploring every angle, finessing every cut, until ultimately, good became great.

We're writing you now because though you may not know it, at some advertising agencies, this practice is changing.

In an effort to create new streams of revenue, some agencies have formed their own "in-house" versions of editorial companies. We believe that this growing business practice has presented potential unintended consequences for you and your brand — or at least, some questions to be raised with your agency:

- Are your brand's messages being crafted by the best editorial talent available to ensure maximum effectiveness?
- Is the in-house company bidding against, and competing on a level playing field with independent editorial companies?
- Is your agency's in-house department really saving you money, or is it simply a new profit center for your agency?

Of course, in today's economy, we understand the desire to stretch your advertising dollar. But with the myriad of messages competing for attention, we believe that great work has never been more essential — or more valuable. And when you've paid for great creative, and a great director, it would be foolish to jeopardize that investment on anything less than a great editor.

Moreover, we believe that the best way to ensure the highest quality work at the lowest possible price is to demand an open, competitive environment.

To learn more about these issues, and the 120 independently owned companies and over 600 editors represented by the Association of Independent Creative Editors, please visit www.aice.org.