

What Makes Remedy Different?

No Bait-And-Switch Teams Or Armchair Quarterbacks

- Remedy's directors, who you meet in the new business phase, will remain your point of contact for 95 percent of the project.
- Our senior directors still contact the media for each and every client. This gives them a current, real-world knowledge of what works and what doesn't.



Ask the new business team you're meeting with how many calls they made to the media last week or how often they interact with the clients they have now... because this does matter.

Most senior staff and business development teams at larger agencies no longer make media calls, resulting in a huge disconnect between their plans and the current media climate.

What Is Experience Worth To You?

Remedy Is Not A Training Agency

- We don't have junior staff cutting their teeth as they learn the in's and out's of PR or social media.
- While it would be nice to have interns and junior staff we could mentor, that would come at an added cost to the client.
- So far, clients haven't asked for this, so we don't provide it!

What Makes Remedy Different?



Why Our Model Is Better

- Your team is handpicked based on your priorities at that time.
- We select the best people for your needs, not just the best people here in our San Diego office.
- Most of our media specialists have more than eight years of experience and work remotely from cities such as Denver, New York and Los Angeles.

Remedy Curates The Right Team, For The Right Client, At The Right Time

- All Remedy team members, except for the directors, are independent consultants.
- Traditional agencies are bound by the overhead of full-time employees and the need to fulfill billable hour requirements.
- As a result, their team members often work on projects that they often aren't qualified for or aren't interested in.

Think Of Our Model Similar To That Of An NFL Team

The kicker plays a crucial role, but they're not on the field for every down. They're simply not qualified or needed for every play. At other agencies though, the same team members are forced to play in order to fulfill their "billable hours".

When our kickers aren't on the field for one client, they're working for us on another, or simply elsewhere, keeping their skills sharp. And if a client decides they want to move from football to soccer, then we're nimble enough to trade players.

Would you, the client, prefer we have a kicker on the field for every play, or the right players at any given moment.

Remedy's Design Results In An Incredibly Motivated Team And The Ultimate Model In Profit Sharing

- Consultants choose, and are chosen, to work with Remedy based on project fit and interest.
- The better we do as an agency, the better they do financially.
- When they work extra hours, it's because there is budget for that additional time.
- If a client or project shifts direction, we shift the team ensuring the right people are being utilized at the right time. We don't jam a square peg into a round hole.

The Disadvantages Of The Remedy Communications Team Model



We're far from perfect and the way we build teams won't work for everyone. Here are some areas we fall short:

- We don't have enough local associates in San Diego to start a softball team.
- The agency has to charge less because we can't bill clients for the overhead that comes with having a posh office.
- Distracting water cooler talk is a rarity.
- Lack of morning commute leads to an overwhelmingly positive attitude and focus.
- Our employees enjoy their jobs because they choose to work with us, and get paid for the projects they want to be a part of. Nothing is forced.
- Directors have to get their own coffee.

**HERE'S A PR
INDUSTRY SECRET**

Large agencies also rely on media consultants
(our directors have been hired for similar roles on their own before)
and other small agencies use this model too. We've worked for them and have seen it in action. They're just not upfront about it when they speak with potential clients.

