

Agency 451 Brings Innovation and Deep Consumer Insights to Marketing, PR, and Social Media Campaigns



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Mr. Gerritson, would you tell us the philosophy of Agency 451?*

Mr. Gerritson: Great question. Our philosophy is one of the reasons why we stand apart from the rest. We believe that all great creativity is based on deep consumer insight. We will not begin any kind of campaign or ideation until we fully understand our clients' customers.

CEOCFO: *What do you look at when you are putting together a profile about a customer and what might you look at that less experienced agencies do not take into consideration?*

Mr. Gerritson: Many agencies will put a singular focus on just the creative output and not spend enough time to understand what makes their client's customers tick. We want to know everything about our clients' customers. From demographic information to psychographics. We want to know what keeps them up at night and what gets them out of bed in the morning! It is important to understand the psychology and emotion behind how they make decisions. Only then can you understand how a product or service fits into their life. That is where we begin.

CEOCFO: *What is an example of finding something elusive about a client's customer and how did you put that into your campaign or what you are creating?*

Mr. Gerritson: One time we were working with a large vacuum manufacturer. They had come out with a new super-light product. Their entire premise was that at only eight pounds, it was going to replace all the larger vacuums on the market, for a number of reasons. Their original idea was to market it as the sole vacuum for the household. One of the insights that we uncovered as we started doing research was that their customers were thinking, "We already have this bigger vacuum that we use, but I hate lugging that big vacuum up and down the stairs." Customer insights revealed that maybe this was a better upstairs vacuum, or better for a second home, and then we started marketing it as such. If they had marketed it as a vacuum to replace the larger, heavier vacuum that probably would not have flown.

CEOCFO: *What types of companies are turning to you?*

Mr. Gerritson: We work on everything. Many of our clients are big consumer brands, consumer packaged goods, and consumer products. We work with big pharma companies, biotech companies, higher education, and large professional service firms. We are an across the board agency.