

Poll: Have the Responsibilities Changed Between Agencies and Brands?

Is the Relationship Shifting?

[Agencies and Brands: Is the Relationship Shifting?](#) from [D S Simon Media](#) on [Vimeo](#).

The dynamic between large agencies, brands and the service providers they work with might be shifting. Are large agencies stepping away from the “project manager” role and starting to favor the end client working directly with third-party organizations? Are brands preferring to manage the projects in-house? In this short video, D S Simon Media CEO Douglas Simon speculates on possible explanations. What’s your take?

To fill out the polls, visit [this page](#).