

Communication Material

Our recommendation is that you adapt the material below to match your own tone of voice.

1. Communication to customers before the study begins

Hi,

At [**], we work in a long-term and structured way to continuously improve the quality of our services and strengthen our client relationships. As part of this commitment - and to ensure full transparency - we are participating in the Nordic region's most comprehensive and independent client study within the communications industry, **Excellence in client relations 2026** (Vuoden Toimisto). The study provides an in-depth and comparable view of how agencies perform from the client's perspective - insights that are essential for our ongoing development and for creating even greater value in our collaborations.

You will shortly receive an email invitation from Vuoden Toimisto asking you to answer a number of questions. The survey takes approximately **5–10 minutes** to complete, and your responses are entirely **confidential and anonymous**. To ensure the most reliable results possible, automatic reminders will be sent to recipients who have not yet responded.

In some cases, Vuoden Toimisto may also conduct **telephone interviews** with a selection of clients to complement the data collection. This means you may be contacted by phone by an independent interviewer if you have not had the opportunity to respond digitally. These responses are also handled anonymously and are only reported in aggregated form.

Your feedback is extremely valuable to us. It helps us understand what works well and where we can continue to improve. The survey will be distributed in March and will remain open until **30 April 2026**, and we would greatly appreciate it if you are able to respond as soon as possible.

We hope you are willing to share your experiences and insights. If you are interested, we would be happy to share the overall results of the study once it has been completed.

If you have any questions or would like more information, please feel free to contact us.

2. Communication to all customers to remind them to respond

Hi,

Some time ago, you received an invitation to participate in **Excellence in client relations 2026 (Vuoden Toimisto)**, the Nordic region's leading client and industry study, now being conducted for the 26th consecutive year. We would like to remind you of the opportunity to share your experiences and perspectives. The study provides us with valuable insights into how our client relationships are functioning and where we can continue to improve.

If you have already completed the survey, we would like to extend our sincere thanks. Your insights are highly appreciated and contribute directly to our ongoing development efforts. No further action is required from you.

If you have not yet had the opportunity to respond, we would be grateful if you could take **5–10 minutes** to complete the survey. Your responses are entirely **confidential and anonymous**, and neither we nor anyone else will have access to individual answers.

The survey remains open until **30 April 2026**, and you will find the link in the original email sent by Vuoden Toimisto. If you do not respond digitally, you may also be contacted by an independent interviewer by phone as part of the study's data collection process.

We are very grateful for your participation and the time you take to contribute. Your feedback is essential for us to continue developing and strengthening our collaboration.

If you have any questions or would like more information, please feel free to contact us.

