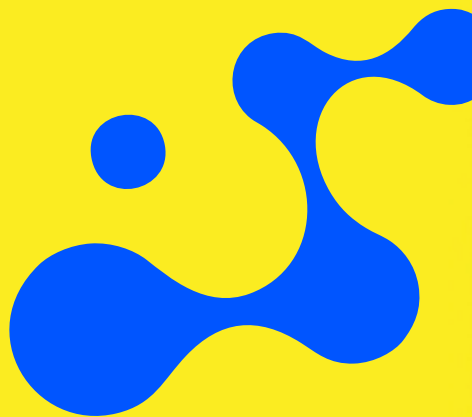




Concept Cocktail

10

Reasons why
you should
prefer
to out source



DESIGN
AGENCY

1 | COMPANY COST REDUCTION

Hiring people will not only require you to pay them a salary but also require you to pay other costs like government benefits, not to mention providing equipment and the additional overhead cost of on boarding a new employee.

Outsourcing your creative needs means that you only have to pay the for the contract fees which are usually lower than paying for a full time employee.

2 | MINIMUM INVESTMENT

When hiring a new employee, you have to also invest a certain amount in training and development. This is a double0edged sword because the more you invest in a certain employee, the more hireable he or she becomes.

This can lead to your competitor hiring him or away from you unless you also pay upgrade his or her salary. You would not worry about this in an outsourced creative agency.

3 | **HIRING A COMPLETE TEAM**



The problem with hiring a creative is that you only have the budget to hire one or two. If you out source, you will more often than not be hiring a complete team.

This means that you will get more ideas and more resources and the resulting creative output will



4 | **HIRING INDUSTRY EXPERTISE**

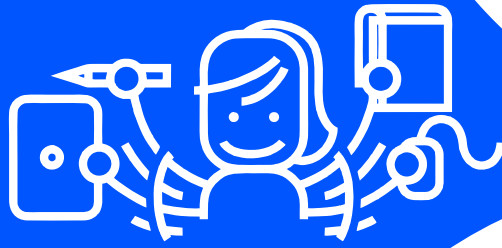
Creative agencies usually are staffed with much more experienced personnel. You will get the benefit of industry experts rather than being stuck with just one person with a limited world view.

5 | FASTER WORK

A creative agency would already have all the equipment and know-how to hit the ground running.

The moment that a contract starts, agencies do not need much lead time to get going. A hire would have to get used to your equipment, equipment that you would have to supply yourself.

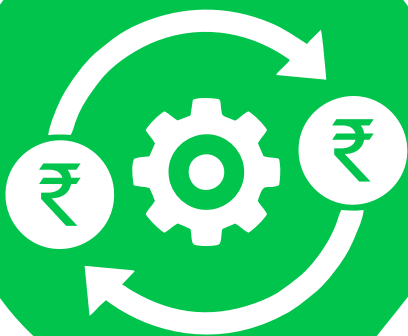
That adjustment period can mean valuable lost hours for you.

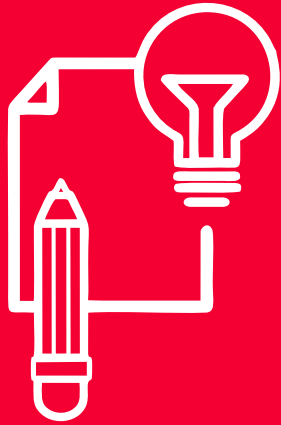


6 | EFFICIENCY

Outsourcing your creative needs also means that you have a more or less set up team that already has its system in place. This means that there already operational efficiencies that you can take advantage of rather than creating those efficiencies when you hire your own creative.

Note that this is probably not your core business and knowing where these efficiencies can be found are harder for you.





7 | FRESH IDEAS

Outsourcing also gives the company the opportunity to get fresh new ideas from outside the company culture. This allows for healthy change that can be utilized by the company.

Since agencies are often neck deep in the industry, you can get updated with industry standards and new trends rather than relying on just one person.

8 | PRODUCTIVE UTILISATION OF TIME.

When you hire an employee, you also have to provide him or her with management guidance. You would have to monitor all his or her key result areas and you actually have to manage him or her as an employee.

This valuable time can be spent better on the key operations of the business rather than a part of the business that could have been outsourced.



9 | NO NEED A FULL TIME CREATIVE EMPLOYEE

Except if you are an innovative organization yourself, you would not require a full time creative Employee.

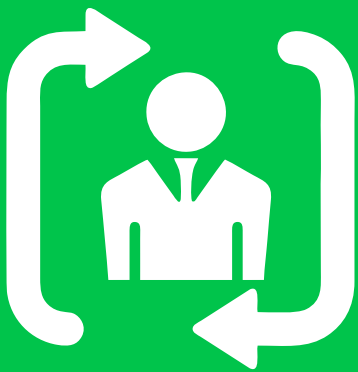
As a general rule, when the innovative task is done, you would have an inventive worker lounging around sitting idle.



10 | HIGHER EMPLOYEE RETENTION

Sometimes it just does not work out.

Firing an employee is a painful process and you have to pay a lot of disengagement costs like back pay and severance pay. On the other hand, if you are dissatisfied with the performance of an outsourced agency, you can disengage easier than having a full time employee on board.



Design & Digital Marketing Agency

"The first impression is the last impression."

In this cut-throat competition, creating a good impression is very important to develop your relationships with prospective clients. That is why developing a professional image and eye-catching marketing materials is essential and effective part of our marketing strategy.

We conceptualize ideas to develop an impressive and eye-catching brand to put you ahead of your competitors. We deliver inspired, effective, intelligent work for your brand.

Service List

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Brand Identity
(Logo Designing, Stationary - Business Card, Letterhead, Envelope, Diary, etc) 2. E - Profile of Company 3. E - Brochure Designing 4. E - Catalogue Designing 5. Business Presentations 6. Coffee Table Books | <ol style="list-style-type: none"> 7. Product Packaging 8. Digital Marketing 9. Print Ads, Flyers (Marketing Collaterals) 10. Website Development 11. Video Editing 12. Creative Merchandise Designing |
|--|--|

Clients



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