

VoxComm issues call for agencies to transform business models in response to AI

New report argues agencies must move beyond time-based models as AI undermines legacy remuneration based on selling hours

3 March 2026: VoxComm, the global voice of agencies, has issued new guidance designed to help agencies ensure they are properly rewarded for helping brands grow in an AI-driven market.

Redesigning the Agency Value Model outlines why pricing changes alone are no longer sufficient and recommends that agencies adopt solution-led productised offerings as AI challenges traditional ways of working and cuts revenue by reducing hours and fees.

Aimed at CEOs, CFOs, and leadership teams, the report seeks to encourage agencies to decouple revenue and profit from staffing numbers and is designed as a guide for change across the agency community.

The report includes insights and examples from agency brands that have already started on this path, including 72andSunny, BOND, Bond Brand Loyalty, Droga5 / Accenture Song, FIG, Monks, Time Under Tension, VCCP and We. Communications.

Redesigning the Agency Value Model highlights the urgent need for a new business model if agencies are to remain financially viable, one that moves them from staffed services to business outcomes.

The agency of the near future will need to sell productised solutions designed around business outcomes rather than time and people, codifying expertise into repeatable solutions that have a track record of delivering proven results for clients.

The report identifies four recurring patterns agencies experience along the journey – Busy By Design, Scaling with Strain, Expertly Undervalued leading to the ultimate goal Distinctly Scalable. At the final stage agencies are built around expertise and outcomes rather than effort, pricing aligns with impact using a range of fixed, subscription or performance models and revenue has become decoupled from headcount.

Agencies that have already embarked on this journey report increased profitability, improved client retention and growth, higher client satisfaction scores and stronger campaign performance.

“Incentives shape outcomes. The truth is that AI amplifies the power of solution-based models but erodes the current service-based approach because the economics don’t work in the same way. Hour-based models reward volume; while outcome-aligned incentives reward ambition and strategic depth. Agencies need to redefine their value around the solutions they can provide to their clients’ business challenges,” said Charley Stoney, President of VoxComm.

Solution-based approaches already in market include:

- Moving from staffing plans to modular solutions priced for impact

- Turning expertise into repeatable AI-enabled solutions that scale
- Replacing projects with a subscription combining talent, technology, and outcomes

The transition will also require culture change so that agency teams focus on outcomes, not tasks, providing even greater incentives to take advantage of AI's ability to drive faster results.

Redesigning the Agency Value Model opens with a foreword by Tim Williams, Founder of Ignition Consulting Group, followed by practical guidance from Brian Kessman, Founder of Lodestar Agency Consulting. It draws on interviews with agency leaders and patterns observed across hundreds of commercial model transformation engagements, offering practical roadmaps that agencies can use to redesign their business models.

“Pricing is the last step in making the transition. Agencies must first redefine what they sell before changing how they price and strong value definitions are critical. Vague terms such as ‘full-service’ invite commoditization, while productized solutions can be differentiated and repeatable,” says report author Kessman. “Repeatable solutions enable outcome-based pricing. They build a body of proof, reducing risk for agencies and increasing credibility for clients.”

Tony Hale, CEO, Advertising Council Australia, said: “The industry is facing a fundamental shift, and modernising remuneration models is essential for long-term viability. The move away from time-based structures toward outcome-driven models better reflects the real value agencies deliver.

"VoxComm has delivered an important and timely contribution, helping guide agencies globally as they reshape their business models for an AI-driven future."

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About VoxComm

Established in 2020, VoxComm is the new global voice for agencies, championing the value that agencies bring to their clients. With more than 35 national trade associations from around the globe, VoxComm stands for the power of commercial creativity in all its forms – across strategy, ideas, content and media – as a proven lever for growth that businesses neglect at their peril. For more information, visit www.voxcomm.org

About Lodestar

Lodestar Agency Consulting helps agencies move from time-based business models to outcome-focused commercial models. The firm advises agency leadership teams on positioning, solution design, value-aligned pricing, and operating models.