

## A PACKAGED GOODS CLIENT

with new marketing leadership and products

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We worked with a packaged goods client to identify a new lead agency. The client had been with their current agency for over 10 years. They had a new marketing team in place and new products launching. They felt it was time to make a change and ensure they had the best partner to move forward with and accomplish a new set of objectives.

### HOW WE HELPED

Our consultants worked with the client to define the experience and capabilities required to meet the needs of their new team and new offerings. Their target audience was shifting, so we determined they needed an agency to bring strategic chops, communications strategy and the ability to partner with their media agency.

### OUTCOME

Through our search process, the client selected a new strategic and creative agency partner. The new agency brought an elevated level of strategic thinking, understanding of business objectives and target audience, and ultimately, creative work that demonstrated all of the above.



## A RETAIL CLIENT

in need of media consolidation

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A large U.S.-based retailer hired us to conduct a media agency search. They wanted to consolidate their offline and online media into one agency.

### HOW WE HELPED

First, our team helped the client define the media capabilities they required— from planning to buying to analytics. We also identified that cultural fit was a top priority. After the criteria was established, we compiled a vetted list of media agencies and began the review process, which included a number of agency assignments and chemistry checks.

### OUTCOME

As the search process provided multiple interactions between the client and agencies, the client was able to engage with the proposed team from each of the finalists. The selected agency brought a new level of sophistication to the client's media spend as well as melded with the client team. Additionally, we worked with the client to develop the right compensation methodology for the new relationship.