

## A CONSUMER SERVICES CLIENT

in need of a new agency compensation structure

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We worked with a consumer services brand to restructure its compensation methodology with its media agency. As the client's budget grew, their agency's compensation had to change.

### HOW WE HELPED

Assessing the current compensation structure, it was evident that the agency's compensation was not commensurate with the client's budget or objectives. There was no incentive when the agency's work contributed to the brand's business goals.

### OUTCOME

We built an incentive-based compensation component to the agency's plan. Because the client had clear metrics and measurement in place, the new structure was tied to business results and agreeable to both parties.



## A CPG CLIENT

in need of a compensation methodology for multiple agency partners

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Worked with a CPG portfolio company to establish a compensation methodology across its multiple agency partners.

### HOW WE HELPED

We worked with the procurement team to establish a process to negotiate with the agencies. This ultimately led to setting up fee relationships with key agencies and rate cards with project-based agencies.

### OUTCOME

New compensation methodologies based on an agency's SOW. Rate cards now used across different brands within the client's organization.