

A FINANCIAL SERVICES CLIENT

with a roster of siloed agencies

A global financial services company came to us to assess their current agency relationships relative to their scope of work and organizational structure. Over time, the company had grown their marketing capabilities and hired a roster of siloed agencies—creative, media, PR, content, social, in-house creative and in-house production. As a result, advertising messaging, workload and priorities had become fairly decentralized.

HOW WE HELPED

Our team began the assessment by interviewing key stakeholders across the client's organization. Over the course of a few days, we interviewed 30+ marketers from different departments. As the client partnered with 10+ agencies, it was important to understand each agency's role and reach within the organization.

OUTCOME

At the outset, the client thought they may need a new creative partner. However, through the assessment, we discovered the issue was on the media side. The client had three media agencies, each working independently of one another. Our process culminated with the client moving to a single agency structure for media, allowing for holistic media planning and better optimization of the client's budget.



A GLOBAL CPG CLIENT

with over 400 agencies and service duplication

A global CPG company asked us to review their roster of agencies in the U.S. They worked with over 400 “agencies” as reported by procurement. Each brand had its own set of partners, leading to a duplication of services.

HOW WE HELPED

Working with procurement, our team reviewed the spend level data for each of the 400 agencies. Many of the partners were used for one-off projects. We were able to identify the agencies that had significant budgets and worked with the brand teams to understand what they actually needed in their agency partnerships.

OUTCOME

A new structure that allowed for brands to have their own lead creative agency supported by shared services—media, shopper marketing, production—across the enterprise.