



# PILE AND COMPANY CASE STUDIES + AGENCY SEARCH

## CASE 1

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### **A HEALTHCARE CLIENT**

*in need of a new media agency partner*

A U.S.-based healthcare company came to Pile to lead a media agency search. The company had two media partners—one focused on “traditional” channels and one focused on performance channels. Their media spend was moving towards digital, so they wanted to ensure they had the best agency partner(s) to handle their business.

### **HOW WE HELPED**

We worked with the client team to prioritize and define the required criteria (prior experience, current capabilities) of the media agency. The client consisted of stakeholders from various teams. Our role was to build consensus among the group. Based on the agreed upon criteria, we developed a list of potential agencies to contact for the search. Incumbent agencies were invited to participate and encouraged to bring in new partners, if necessary, to address the revised objectives and scope.

### **OUTCOME**

As with all Pile searches, our selection process allowed for multiple interactions with the finalist agencies. This was key as the client wanted to see how the selected agency could provide a more comprehensive solution to their media needs. The client was also able to get a sense of the agency’s data and analytic capabilities through the assignment phase of our process. And through our work with the client’s sourcing team to evaluate the SOW and staffing plans from each of the finalist agencies, the client was able to select an agency that fit within their fee structure and budget.



## A PACKAGED GOODS CLIENT

with new marketing leadership and products

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.

