



PILE AND COMPANY CASE STUDIES + PERFORMANCE EVALUATION

CASE 1

A GLOBAL INSURANCE CLIENT

with unvetted, long-term agency relationships

A global insurance provider hired us to evaluate the strength of their agency relationships—global PR, U.S. creative and U.K. creative. All agencies had been in place for a number of years and the client wished to evaluate and identify successes and areas of improvement.

HOW WE HELPED

Our team first developed a custom survey and then analyzed results for a quantitative and qualitative look at the agencies' performance—from strategy to creative to operations. We then led a summit in each market for the client and agency teams, sharing positive results and developing action plans for poor performing areas.

OUTCOME

Pile has conducted annual performance evaluations for this client for eight years. Their ongoing assessment of agency partnerships has identified issues, determined solutions and kept their relationships and investments optimized.



A FINANCIAL SERVICES CLIENT

with an inefficient top-to-top client-agency relationship

For a financial services client, we conducted a performance evaluation based on a specific concern. A top-to-top relationship between client and agency, which was initially perceived as a strength, was actually causing issues.

HOW WE HELPED

Our team developed a survey to evaluate all relationship aspects, from account management to creative to strategy to operations. We discovered that at the root of the issues were conflicts within the account team. By looking at the quantitative results along with the qualitative responses, we examined the existing account team structure.

OUTCOME

It was time for a change in leadership on the account to better reflect the type of work the client required. We helped the client and agency re-staff the team and worked with the leadership at the client and agency to develop the right profile for a new account leader. Three years later, the client-agency partnership is still in place and doing well.

