

## **FIX YOUR PROCESS FOR BETTER RESULTS**

Improving the way agencies and clients work with each is the number one issue affecting results for both sides. We recently did a detailed review of an agency relationship. One person that spoke to us made it seem like a war than a partnership – “there’s just so much human waste here – we are drowning under the carnage of it all”. It sounded serious, and it was.

When we looked at the scope of work, we were surprised it took so many agency people to complete it – but that’s because we had not yet factored in the ‘scope of re-work’. And it’s this trend that is happening in marketing departments and agencies all over the region.

Some smart groups on both sides are already working on ways to address it – here’s some insights into what they are doing

### **1. Senior communication requires senior discussions**

The newly joined Brand Manager in the cubicle has his/her important place, but for sure, it isn’t in treating the agency interface like a funnel, ensuring they are the key contact for major TV launches. Discussions on brand strategy and TV campaigns needs to happen at the top of both client and agency, not at the bottom. The more experience the better, and this experience will always result in better faster decisions and usually better work

### **2. Multiple routes can create multiple mayhem.**

In the pitches we sit through, the agency that comes in and ‘fills the walls with ideas’ rarely wins. Pitches tend to be won by single minded strategies and a maximum of two creative routes (only of one doesn’t explain it all). Clients want agencies that show that confidence and trust – even if they are wrong. Recently, an agency got everything wrong except the strategy – but still won the pitch, because their thinking was so sound

### **3. Communication is not ‘outsourced’ to an agency, its shared**

Still , too many marketers believe ‘making communication’ is something they outsource to their vendor, the agency – rather than use that agency to inspire and enhance their own thinking. In fact, in the most successful of partnerships, the pendulum has swung the other way – the client is sitting down with creatives

from the agency to help in the creative process – scary for some, but for the brave, a faster and more exciting way to work. For sure, when there’s a barrier between a marketer and the agency, that will always reflect in less intuitive, and likely work of lesser quality

#### **4. Set targets internally and for the agency**

By offering agencies an incentive based on results, you are instantly communicating that results matter and that you believe in the output. For one of our clients now, the Brand Manager’s salaries are also linked to *their* performance reviews from their agency. The big gap in marketing is still in the measurement of it , and the link to compensation of those involved. Everyone else that invents something or serves up something of talent has such measures in place.

Now that time costs money, the way you work on marketing is coming under more scrutiny than ever before. Marketers and agencies that embrace this head on will be the ones sharing the spoils

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