

R3LATIONSHIPS MONTHLY

Welcome to the latest issue of R3LATIONSHIPS MONTHLY – our ongoing email update of trends and insights into the Asia Pacific marketing industry.

In this issue, we look at ways to better manage working with digital agencies.

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HOW TO IDENTIFY A DIGITAL PARTNER

Today, 220 million mainland Chinese are now active users, and 46 million of them have their own blog now (more than most country populations).

Yet the issue marketers are facing is how much should I invest to reach them? We've come face to face with this now on a number of bleeding and leading edge marketers, and would just offer up a few suggestions for the rest.

- i. **Go back to 'e-school'** : The biggest issue marketers have in paying creative agencies for digital work is their lack of knowledge. The best agencies factor in time to upskill their client – and treat the marketer as a partner in the digital journey
- ii. **Digital is not another medium, it's a way of life:** Ask a typical 20 year old how they spend their time, and increasingly through bit torrent, youtube and the like, the web is becoming the dominant form of their self expression and self awareness – not just somewhere else to place advertising.
- iii. **Respect the time it takes a media agency:** Don't treat online media buying with the same 'commodity' mindset as TV and print, or you will end up with commodity activity that doesn't get noticed and use the analytics to your advantage – pay the agency a variable compensation based on results, easily tracked through campaign effectiveness.
- iv. **Over-estimate your online spend – and test:** It still amazes us how clients and media agencies can mutually agree to spend anywhere from 1-3% of media on something people are interacting with for over two hours a day. Coca-Cola, for example, in some markets are now spending 15% of

their campaign budgets on digital – would they if they were not getting results?

For the full article, click [here](#)

INSTORE CONTINUES TO BE A NEW BATTLEGROUND

A recent Forrester study out of the US again reinforced the power of instore media and marketing to influence final purchase. The study showed that brands which had innovative displays were 24% more likely to stimulate purchase over those that were not.

For four years, R3 has been conducting Point of Sales Audits across the region for a variety of clients. Our focus is not only on validation, but also looking for innovation – helping drive strategies that will make instore media more effective.

For more information, write to shufen@rthree.com

BATES AND MINDSHARE LEAD THE WAY IN NEW BUSINESS WINS FOR 2008

Bates maintains its lead courtesy of the global WPP Dell win, with Lowe securing more South East Asia and China business being the closest pursuer. Amongst media agencies, WPP agencies hold down three of the top four spots this year, with MindShare back to number one from fifty wins in multiple markets. MediaCom's Dell win made it the fast mover this month, with MPG declining

To see the whole league, please click [here](#)

ABOUT R3

R3 is an Asia based consulting group focused on measuring the ROI of marketing and media. We offer independent insight, process and strategies to improve marketing efficiency and effectiveness. Our clients include Coca-Cola, McDonald's, VISA, Johnson & Johnson, GSK and Singapore Airlines.

