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HOME | NEWS | ABOUT US | OUR SERVICES | ANALYSIS | ASK US | CLIENTS | CONTACT US

R3LATIONSHIPS MONTHLY

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

▣ [MAKE MORE OF YOUR MEDIA](#)

▣ [Ogilvy, OMD lead the way](#)

▣ [R3 launches Engagement Benchmarking](#)



MAKE MORE OF YOUR MEDIA

With an economic downturn, there's going to be more focus than ever on media ROI. Clients that put in place the right steps now will drive the right outcomes for the future.

1. It all starts with you

Too many briefs leave out the depth of sales knowledge and trends, purchase consumption patterns (which have a huge impact on media cycles) and often the qualitative insights they have been working on with their creative agencies. A good brief will always generate a more insightful and professional response.

2. Test and Learn

P&G have built a huge advantage in 'test and learn' in key markets - building a knowledge bank of consumer and sales response based on various media mixes. It's remarkable that with so many diverse cities in a plan, too many other media plans remain as plain vanilla – when it's the flavorings and mixes that can make all the difference.

3. Create collaboration

Working together, a marketer, agency and media owner can achieve much more than working apart. The weight of having a senior marketer openly partnering with a media owner still commands huge sway and better return on investment.

4. Set targets

Nothing can move unless it is measured - and we believe it needs to be independently measured, not done by the same people that set the targets. An independent verification of performance not only rewards an agency for achievement, but also addresses internal stakeholders in the finance and procurement teams that their marketing vendors are driving value and results.

To read the full article , please click [here](#)

To read more about independent media benchmarking, please click [here](#)

Ogilvy, OMD lead the way

Through September, in the R3 New Business League, Ogilvy moved to top place in the league with strong wins from Tata and Sara Lee amongst others. OMD retained first place in the media agency league with Mindshare in pursuit

To read the full table, please click [here](#)

R3 launches Engagement Benchmarking

R3 has expanded its Olympic Sponsor Benchmarking to cover consumer engagement and aspirations across ten cities in China. The new study, in partnership with CSM, is called EN-SPIRE. It will look at which brands are really creating LOVE with their target audiences and what assets companies should connect with. China has moved from awareness to engagement - and this is the first study to track this continuously.

To find out more on this study , click [here](#)

ABOUT R3

R3 is a 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, Samsung, VISA, Johnson & Johnson, GSK and Singapore Airlines.

For more information, go to www.rthree.com.



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