

Media

SPIKES: R3 on agency/client future in India and China

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SINGAPORE - The R3 session at Spikes Asia analysed findings of the R3:GC Image Survey in India and China.

Agency/client relationships were the shortest in these markets. Gary Lim, Asia-Pacific connections director, Johnson & Johnson said marketers needed to give a clear brief.

Greg Paull, principal, R3 said there should be more education on the value of long term relationships. A key point debated was the increasing role of media agencies. James Chadwick, leader- business planning, Mindshare Asia-Pacific said today media agencies led the execution part of mammoth campaigns.

On performance based incentives, Lim said they were experimenting with different models to see which worked best. Chadwick said they preferred a fee plus incentive model (and a penalty for non-performance) as it aligned the clients targets with that of the agency. Paull felt incentive based systems were the Holy Grail that agencies needed to move towards.

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