

CONFIDENTIAL INFORMATION



**RIGHTSPEND**

# **CASE STUDY: DRINKS BRAND**

## THE SITUATION

No formal Marketing Procurement process meant there was poor internal relationships between marketing & procurement, with very little understanding between department goals.

Fragmented legacy agency relationships, resulting in a some good and some bad.

No visibility of layers behind Scope of Works and Rate Cards.

Smaller budgets in place, but across a large number of brands, which quickly added up to a considerable annual spend than initially thought.

## OUR SOLUTIONS

- Enabled benchmarking of all agency hourly and asset rates. Coupled with an evaluation carried out of existing agencies and contracts determined the client was paying above benchmark rates.
- Recommendation to decouple production in certain instances for additional savings and benefits.
- Established a Marketing Procurement process and team structure to allow both departments to focus on a common goal.
- Coaching provided to both teams in agency negotiations to ensure they were able to realise the initial findings and implement processes moving forward.

## THE RESULTS

**\$750k savings from just the first brand in their range to be assessed with RightSpend.**

- Improved relationships internally. Marketing saw Procurement as an enabler, rather than a barrier.
- Agency relationships improved. Budget was reinvested and transparency meant less time discussing ambiguities.
- The brand invested in a larger Marketing Procurement team who all had access to RightSpend to sustain their positive position and continuous improvement across their entire range of products.

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