

CONFIDENTIAL INFORMATION



RIGHTSPEND

CASE STUDY: GROCERY BRAND

THE SITUATION

The brand was looking into how Marketing Procurement data and technology could help them:

- (a) Make their marketing budget go further;
- (b) Enhance their ROI;
- (c) Ensure their agency spend was actively driving growth.

OUR SOLUTIONS

- Established role mapping to provide a consistent and relevant comparison across all agencies.
- Accurate benchmarking across an initial set of SOWs and agency rate cards.
- Insight into their agency processes, from end to end, to identify opportunities for budget enhancement.
- Identified several roles, ranging from Production through to Strategy, and across seniority were more than 40% above benchmark, with one Junior role 54% above benchmark.
- Identified an anomaly in the proportion of time Senior roles were spending on the account, which suggests workflow inefficiencies to be addressed.

THE RESULTS

+37% of potential savings identified on a single SOW, worth circa \$85,000.

- Questions were asked of the agencies, based on facts not assumptions and terms were renegotiated.
- Budgets were reassessed and deployed with more accuracy for better returns, and in turn better growth potential.
- A 4 step plan was created by RightSpend to help them roll out improvements across remaining SOWs and future projects across all of their global markets.

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