

10

Top tips for working better together

Agency tips to Marketing

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1.

Leverage our expertise

We're all experts in our respective fields, let's respect that and use it to work efficiently together.

2.

Respect our time

Allow sufficient time to complete the process. Be responsive and respectful of each other's time.

3.

Be open and collaborative

Be open, collaborative and trust in us as partners. The best people deliver the best results.

4.

Understand the engagement process

Involve procurement early, and align your objectives and expectations with them.

5.

Post contract

Establish the KPIs and set measurement benchmarks at the beginning of the relationship, and continue to review with us on a regular basis.

6.

Scope and category clarity

When compromises are made around scope, make sure the story is mutually articulated into our team.

7.

Partner with us

Be clear about your objectives and consider long-term brand building as well as short term activation. Consider also the 60/40 rule that will help grow the business now and in the future.

8.

Involve us

Be fully transparent from day one. Make us aware of the things that will impact us, for example, if in-housing is on the agenda and share any on-going changes in business results.

9.

Be open to new pricing principles and models

There are many new and alternative ways that we can deliver profitable ideas. Creativity and innovation aren't developed the same way every time. Involve the procurement team and consider new pricing models.

10.

Be clear

Understand the business issue you want solving and the outcomes. Business outcomes, not just inputs and outputs, should be the frame of reference for the Statement of Work.

10

Top tips for working better together

Agency Tips to Procurement

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1. Leverage our expertise
We're all experts in our respective fields, let's respect that and use it to work efficiently together.

2. Respect our time
Allow sufficient time to complete the process. Be responsive and respectful of each other's time. If a deadline seems tight, ask why to understand the reasons.

3. Seek to understand the industry
Be informed about our industry. The IPA, CIPS and ISBA websites host a wealth of industry knowledge, to give you a better understanding of what agencies do and the value they deliver.

4. Be open and collaborative
Communicate the business objective that has been agreed internally with all stakeholders and keep agencies updated on how they are performing against it.

5. Post contract
Establish the KPIs and set measurement benchmarks at the beginning of the relationship, and continue to review with us on a regular basis.

6. Scope, budget and category clarity
Whilst budgets are scenario dependent, be clear about the investment. Or if it's not possible, try to be indicative - for projects as well as for pitching. Be conscious of discussing quality, scope and timeframes.

7. Be open minded
Be open to new pricing models and ways of working. There are many new and alternative ways that agencies can deliver profitable ideas. Creativity and innovation aren't developed in the same way every time.

8. Provide the full context
Be fully transparent from day one and make agencies aware of the things that will be impacting them.

9. Consider different ways to demonstrate value
Look at results through an ROI and value-delivered lens. Sometimes the work being procured could deliver more value than will be saved if agencies don't have to cut corners to deliver.

10. Mutual growth
Understand the capabilities of individual agencies and associated companies. Think about how you can mutually grow together, extending overall scope to provide efficiencies and economies of scale.

10

Top tips for working better together

Marketing tips to Agency

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1.

Leverage our expertise

We're both experts in our respective fields. Let's respect that and use it to work efficiently together.

2.

Respect our time

Allow sufficient time to complete the process. Be responsive and respectful of each other's time.

3.

Be open and collaborative

Understand our culture, what is important to us and the way we work. Help us understand how you work to deliver your best ideas so we can build an honest, productive and mutually beneficial relationship.

4.

Understand the onboarding process

Respect and work with the process we have developed with our procurement colleagues so we can move quickly to get the right commercial structure in place and comply with our internal sign off protocols.

5.

Post contract

Help us get organised so our teams can work together efficiently with agreed KPIs, benchmarking and formal reviews scheduled to evaluate our collective performance. We don't want time or resources wasted.

6.

Scope and category clarity

Work with us to agree a well-defined scope of work at the outset, and make sure it is kept up to date as requirements inevitably change over time.

7.

Partner with us

Advise us how best to optimise our investment in marketing communication so we achieve profitable growth by strengthening our brand and customer franchise over time.

8.

Involve us

Be transparent with us so we can understand the implications of our decisions on the way you run your business.

9.

Be open to new pricing principles and models

We are open to negotiation on the best formula for remuneration which rewards great work and is value for money.

10.

Be clear

We expect you to challenge our brief until you have the clarity to ensure your work will result in significant business impact for us.

10

Top tips for working better together

Marketing tips to Procurement

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1. **Leverage our expertise**
We're both experts in our respective fields and working for the same company, let's respect that and use it to work efficiently together.

2. **Respect our time**
Allow sufficient time to complete the process. Be responsive and respectful of each other's time.

3. **Knowledge share**
Know the agency marketplace; who is good at what, who the movers and shakers are - and follow the talent. This really helps us.

4. **Be open and collaborative**
Understand what is important to us and help us get the best value for money with the right agencies, without compromising creativity or our agency relationships.

5. **Help us with the engagement process**
Simplify the process; tell us what we need to do to get suppliers on board or contracts in place quickly, don't blind us with process.

6. **Explain the contract process**
Simplify the language without the jargon. Explain the meanings, risk and impacts of our contractual commitments in layman's terms.

7. **Post contract**
Work with us to identify new ways of working and technology that can speed up our processes and make us more efficient and responsive.

8. **Scope and category clarity**
Understand our category. Appreciate the complexity of our category and what we're buying. Marketing is not a commodity. Adapt the procurement process to meet our needs.

9. **Partner with us**
Be accessible and agile - help us work with speed, especially if we need to get to market quickly. Be willing to be more readily available to us when we are holding a pitch, and manage our expectations on response times.

10. **Stay involved**
Stay informed; attend supplier events, conferences and fun stuff that we do, or that agencies invite us to. It really helps the learning process and helps build relationships. Consider sitting with us and join our team meetings so you become a key member of the marketing team.

10

Top tips for working better together

Procurement Tips to Agencies

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1.

Leverage our expertise

We're all experts in our respective fields, let's respect that and use it to work efficiently together.

2.

Respect our time

Allow sufficient time to complete the process. Be responsive and respectful of each other's time. If a deadline seems tight, ask why to understand the reasons.

3.

Knowledge share

Teach us what we don't know. We don't know everything about marketing, and things change very quickly. So, if there is something that you think we don't understand, teach us; we love to learn.

4.

Be open and collaborative

The more we know about you and the way you work, the more we can do to help. Challenge us as to what you think is right.

5.

Understand the engagement process

Although there are elements of flex, follow the instructions, meet the deadlines and rules of engagement.

6.

Understand the contract process

Let's get this out the way, and agreed as quickly as possible. If feasible, sit down with all relevant parties; it's important to manage risk so we can focus on the future.

7.

Post contract

Have regular reviews. We like to know how well you are doing, so agree and measure KPIs / SLAs, effectiveness, relationship targets etc. We will help with action plans to ensure we are all on track.

8.

Scope and category clarity

Understand our business needs and objectives. The more you know about us and our challenges the better you will be able to help the marketing team.

9.

Partner with us

Trust us - we aren't trying to trip you up. Good marketing procurement people are experts in this field, and can add a lot of value for both our company and yours, there needs to be mutual trust.

10.

Involve us

Get to know us, and invite us to the activities and events that you invite our marketing colleagues to. Involve us throughout the process.

10

Top tips for working better together

Procurement tips to Marketing

The relationship between procurement, marketing and agencies isn't always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.

1. **Leverage our expertise**
We're both experts in our respective fields and working for the same company, let's respect that and use it to work efficiently together.

2. **Respect our time**
Allow sufficient time to complete the process. Be responsive and respectful of each other's time.

3. **Knowledge share**
Involve us and share your strategic direction and challenges.

4. **Be open and collaborative**
We are here to help you make informed decisions and the earlier you involve us the more value we can add.

5. **Understand the engagement process**
Ask our advice and challenge us about the process or whether other rostered or approved agencies are available.

6. **Understand the contract process**
The contract is there to protect our company and brands. Be actively involved in developing it and ensure that you know what both the coverage and risks are.

7. **Post contract. Lean on us**
We will measure performance, hold the agency and the marketing team to account, and will be able to pre-empt any potential problems. We can also help by acting as an effective and neutral mediator.

8. **Scope and category clarity**
Be clear about your requirements including the business challenges and objectives. Provide a clear scope of work and keep it up to date, so we can accurately reflect this in our contractual commitment with the agency.

9. **Partner with us**
Working together will enable us to get the right agencies on the right terms to deliver the best results for you.

10. **Involve us**
Invite us to internal meetings as we love to add value and can offer a different perspective. The more visibility we have the more value we can add, helping to manage the relationships with key agencies.