

The Brave New World of Digital, Media and Agency Search

AAAA New Business Webinar Series
Presented By
SelectResources International
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Agenda

- The opportunity
- What clients want
 - The mindset
 - The model
 - The criteria
- Selecting and assessing contender agencies
 - Dream team
 - Best-in-breed media
 - Best-in-breed digital
- Your materials
- Winning strategies and tactics
- Working with SRI

Poll Question 1 – Which function best describes your area of responsibility?

	%
■ New Business/Business Development	46
■ Digital – Interactive	8
■ Media: Management, Planning, Buying	24
■ Creative: Director, Writer, Art, Purchasing	1
■ Account Management, General Management/Other	21

The opportunity

- Media with digital at the core is the number one focus of our search practice at the moment
- \$6+ billion in stand-alone media pitches in the past 12 months
- Today's creative reviews also place significant emphasis on the alignment of creative and media strategy development
 - It starts with consumer behavior
 - Seek the right message at the right time in the right place and environment to the right audience
 - Media is the new creative

The opportunity

- “The Next Creative Revolution”

- Per Lee Clow, TBWA\Chiat\Day’s CCO —

- “In this brave new media landscape agencies’ product will no longer be defined as advertising, but as media arts. Everything we do now is media. It’s how people come to make a decision about a brand.”*

What clients want – The mindset

- Clients are seeking change
- They want to be at the cutting edge of what's most effective now
 - Consumers are in control
 - It's a digital world – new technology, new channels, new devices, new tools and new ways of working
 - Want balance between innovation and accountability
- They have one business cycle to get it right
- They need to do more with less (\$, time, resources)
- The review process offers the opportunity to go to school on the new

Poll Question 2 – What agency model do clients prefer for dealing with their Digital and New Media needs? (Select only one)

	%
1. Best in breed	12
2. Integrated Planning & Specialists for Execution	39
3. An integrated (purpose build) dedicated agency unit	21
4. A “Full Service” approach	26
5. Single Profit Center	2

What clients want – The model

- Holistic, channel neutral communications plans with digital at the core rule
 - *“A team that will explore all types of connections with people whether it be traditional media, new media, digital media, social networking, blogs, etc.”*
 - *“Experience integrating all channels of communication into one cohesive and effective master plan.”*

What clients want – The model

- The old way of working in best-in-breed silos isn't cutting it anymore

“Our media agency has had a difficult time integrating with the creative team/agency, requiring us to manage the miscues and miscommunication across the teams. Media needs to be part of a holistic brand and campaign approach. Currently they are operating in a vacuum with a lack of consistent planning, integration, and creativity to push our brands ahead and regularly break through the clutter.”

- Consolidation is prevalent

- Across geographies (Fox)
- Across business units (AT&T, Sears Holdings)
- Across disciplines. Think lead agency/dream team model (Wal-Mart, Sony PlayStation, New Balance)

Poll Question 3 – For most clients do analytics and behavioral targeting expertise trump creative ideas & innovation?

		%
1.	Yes	45
2.	No	55

What clients want – The criteria

- Leadership in consumer media behavior and insights
 - Planning talent that leverage the best tools, research and data
- Superior strategic communications planning that will lead to a consumer-centric *total* communications experience
 - A proven process
- “New media” capability with expert experience in all forms of digital and new media. Leadership of new ideas and applications to media usage. A culture of innovation

What clients want – The criteria

- Effectiveness and efficiency improvements in investment management
- Advanced media analytics – the ability to test, learn, evolve, repeat
- Big disruptive ideas including branded content
- The best tools and dashboards for managing and tracking the media investment
- A partnership built on mutual trust, respect and a constant pursuit of excellence
- A team who will constantly offer new and different ways of thinking, challenge conventions to keep the client ahead of its competition

Selecting agencies

- Clients set the framework and articulate their needs, wants and expectations
 - Typically, they will accentuate the gaps/shortcomings in their current relationship(s)
 - Business goals are key drivers
 - Other factors can play a role, i.e., synergies achieved through consolidation, national vs. local, special needs such as multi-cultural or Ecommerce or SEM

Selecting agencies

- It's all about experience and fit
 - Experience = agency, team, relevant category knowledge, track record and skill set
 - Fit = agency culture/mindset, size, depth of resources, geography + do they get “me”
 - Wannabes need not apply

Selecting agencies – Dream team

- Consider all models
 - Single profit center (e.g. RPA, Mullen)
 - Sister agency network/alliances (e.g., BBDO + PHD + Atmosphere; Starcom with Digitas inside)
 - Strategic alliance between one or multiple agencies
 - Purpose-built holding company team (e.g., OMG Connect)

Selection of agencies – Dream team

- Best-in-breed media and digital capabilities that mirror those in unbundled reviews
- Biggest difference – proven experience at aligning creative and media strategies at outset
 - Consider Goodby's "Strategy" model
 - Digital and all non-traditional channels are baked-in as part of whole, not appended on
- Media will not get short shift to creative in our process. Remember it is the "new creative"
 - Build in transparency around proof points and depth of capabilities (e.g., deep immersion work session)
 - Organize creative presentation around consumer insights and communications plan

Selecting agencies – Digital

- As in all reviews, it all begins with the client and an articulation of their specific needs
- Experience and capabilities play central role
- Not all digital shops are the same
- Seek transparency across tool box for each client
 - Ecommerce media example:
 - Targeting. Onsite/offsite targeting. Relationship to reach/frequency/messaging/segmentation? Case studies to illustrate retargeting/remarketing technologies
 - Message management. How do you manage creative in a multi-product environment? Case studies on creative sequencing in multi-product DR environment

Selecting agencies – Digital

- Ecommerce media example, cont:
 - Media Mix. Provide examples of optimizing media mix for online conversion volume. How do you manage diminishing returns to scale and relative frequency?
 - Frequency. How do you manage frequency? Provide case studies on frequency capping
 - Networks. Please provide your POV on balancing network vs. direct media buying for direct response goals
 - Video. Please provide POV on performance and best practices for use of video, with emphasis on DR environment

Selecting agencies – Digital

- Ecommerce media example, cont:
 - Creative. POV on rich vs. non-rich media in DR
 - SEM. How do you think about paid search optimization? Do you favor straight keyword by keyword optimization vs. a portfolio approach? What is the role of manual vs. automated bid management?
 - SEO. How do you integrate SEO management (in-house or with other SEO agencies) with paid? Case studies, POV on performance and best practices for paid inclusion would be helpful
 - Scale. Do you have early thoughts on how you would negotiate-out overall contract to reduce costs?

Poll Question 4 – Which information do you consistently and confidently include in your “long list” materials tool box (Check the responses that apply)

- | | % |
|--|-----------|
| 1. A highly focused and distinctive agency positioning | 49 |
| 2. A consumer insight case study | 52 |
| 3. A case study that links media and message | 37 |
| 4. Case studies with examples of the agency’s media innovation | 45 |
| 5. An example of an innovative digital effort | 36 |

Your materials

- Long list consideration set tool box
 - DVD story about the agency as illustrated by your work
 - Have a point of view or agency positioning, .i.e., The ROI agency



“And how would you be different from the other 3 digital agencies we have seen today?”

To conclude, we have the ad serving capabilities, technical innovation and search marketing experience that are ideally suited for your account.”

Your materials

- Long list consideration set tool box
 - DVD story about the agency as illustrated by your work
 - Control the take away
 - Context. Context. Context
 - Less is more
 - Clients are consumers too. Engage and delight them
 - Illustrate your cases
 - It's about the talent as much as the work

Your materials

- Long list consideration set
 - DVD case studies to underscore your experience
 - Create a format and build a library. Select cases as appropriate for each pitch. Limit to 2-3 minutes each. For example:
 - Best example of consumer insights that led to an innovative media application
 - Best example of a holistic communications plan (at least one that has a non-traditional mix of channels/vehicles)
 - Opportunities to merchandise your tools, modeling or dashboards

Your materials

- Long list consideration set
 - DVD case studies to underscore your experience
 - For example, cont.
 - Example of great media innovation/break-through ideas
 - Example of innovative digital efforts/not the ordinary
 - Example that showcases added value and your ability to deliver the right audience, at the right time, in the right environment/place for the right price
 - Include results
 - Narrate and bring to life
 - Clients make credible narrators

Your materials

- Long list consideration set, cont.
 - On-the-shelf reference tools that include all of your important credentials and capabilities beyond the case study examples
 - White papers and trend reports, e.g.
 - Global Youth, Media And Technology
 - Understanding the Connected Generation
 - Tracking the Impact of Social Media
 - What is Search Engine Optimization
 - The Power of Search
 - Digital Outlook Report
 - Interaction - *All Change: Marketing in Addressable Media*
 - Actionable Analytics
 - AcculturNation – *Ethnic marketing: when It Matters*

Poll Question 5 – Which statements (if any) most closely correlate with your agency’s emphasis during chemistry phase meetings? (Select no more than two)

	%
1. Assess agency and client cultural fit	44
2. Demonstrate intra-agency chemistry	10
3. Test compatibility – economic expectations/depth of resources	12
4. Demonstrate agency initiative and thought leadership	46
5. Discuss client centric challenges	50

Winning strategies and tactics

■ Chemistry Visit

- Establish the right fit (agency culture, people, size and depth of resources). Casting these meetings well is important
- Merchandise your best-in-breed capabilities paying close attention to the list of needs and wants provided by the client
- Use case studies to show you've been there and done that well with any proposed partners. They need to know you've worked together in the past successfully

Winning strategies and tactics

- Chemistry Visit, cont.
 - Find opportunities to showcase holistic solutions that demonstrate alignment with creative and media. This is particularly important in a dream team situation. They'll want to know how you work together to make it happen
 - Make the meeting client focused. Incorporate a client centric discussion around their biggest challenges. Make sure to probe for these at the outset
 - Do homework
 - Take initiative and go beyond the obvious. Show thought leadership

Poll Question 6 – In your most recent new business win which factor noted below was “the” primary reason that the client selected your agency? (Select only one)

	%
■ Use of Data to identify client solutions	7
■ Listening to the client	37
■ Coordination of insights and execution	56
■ Positive test results on our speculative ideas	1

Winning strategies and tactics

■ Final Round

- Make sure you deliver on what you've set up at the outset, e.g., an agency that differentiates itself on using data to help identify a better solution and doesn't use data to justify its recommendations will fail – or – an agency that spends too much effort emphasizing its tools, but never connects the tool to any insights or never applies the insights will fail

Winning strategies and tactics

■ Final Round

- Listen to the client. Deliver what they are asking for. Wait until you are hired to veer off down another path. They have to trust you first and generally they know more about their business than you do
- Guess what? It's pretty easy to spot the agency team that works on the assignment in silos and then tries to back into an integrated meeting. Consider using the communications plan to present your creative

Winning strategies and tactics

■ Final Round

- Don't recommend non-traditional media elements just to show you can. It has to come out of the planning insights at the outset of the process and stand-up to the media allocation analytics
- Do consider testing and validating your ideas in advance. Or make sure you can deliver what you propose in the area of media innovation

Winning strategies and tactics

- Final Round

- Thinking and innovation win out over the mundane even if the fundamentals are strong. Most clients want change

Poll Question 7 – Is your agency’s SRI “Fact Sheet” up to date?

	%
1. Yes	31
2. No	17
3. I don’t know	19
4. What is an SRI Fact Sheet?	33

Working With SRI

- Think of us as your champion and ally. We are not the enemy
- Make sure we are up-to-date on your business model, leadership team and latest work
- Help us understand your new business goals
- When are you at your best? With what types of clients?
- Keep an up-to-date SRI Fact Sheet on file
- Give us a call

Questions?

Please type any questions in
the drop-down box that
appears on your screen