

The science and art of choosing the ideal Media Partner

Media, the new creative

September 22, 2022

ebiquity

Agency selection is an art and a science

An **art** because it demands stakeholder management and personal relationships

A **science** because it requires rigorous application of structured methodology



Context & trends

Market disruption by digital
High volume of Media Business put to tender

Significant changes in the media ecosystem

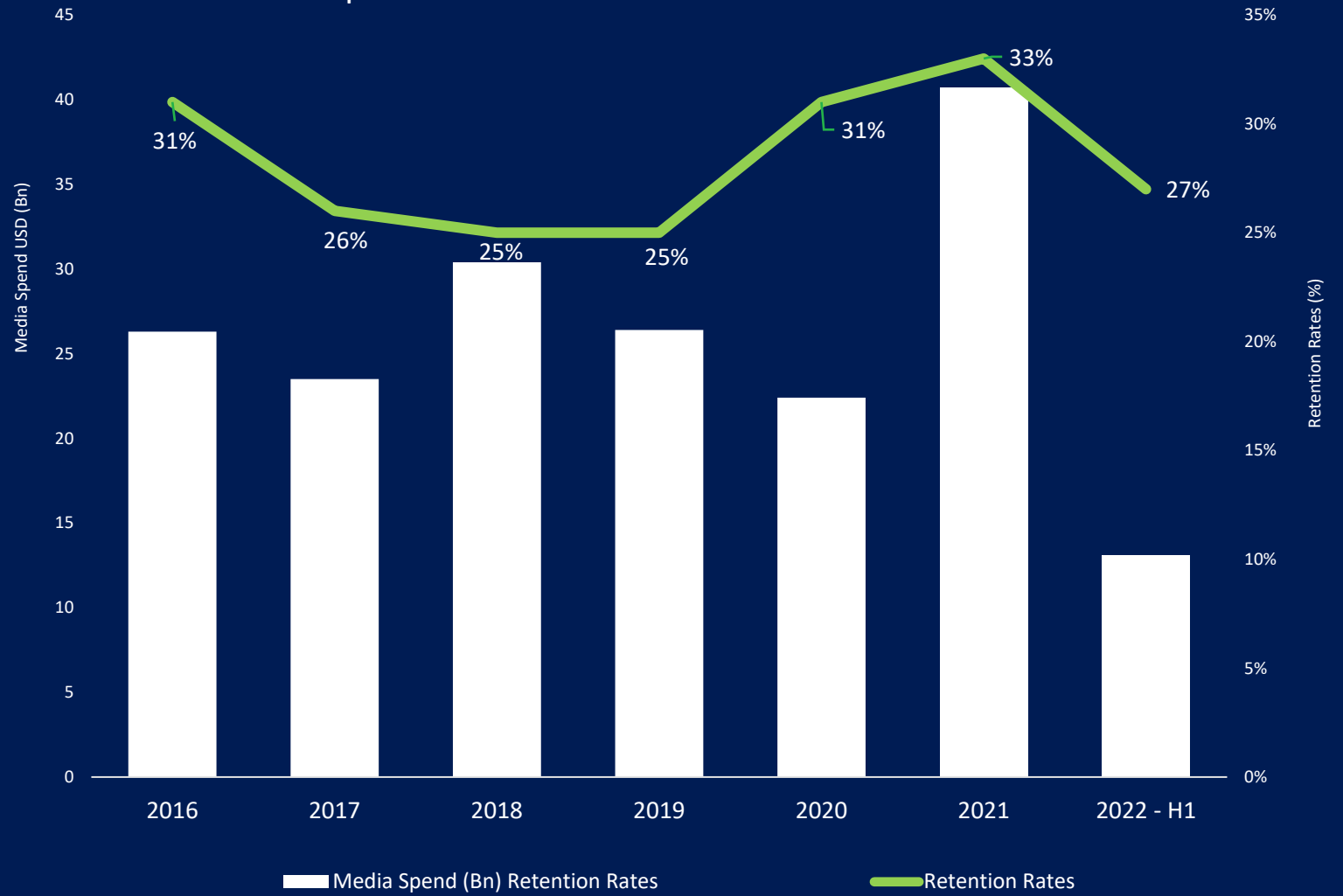


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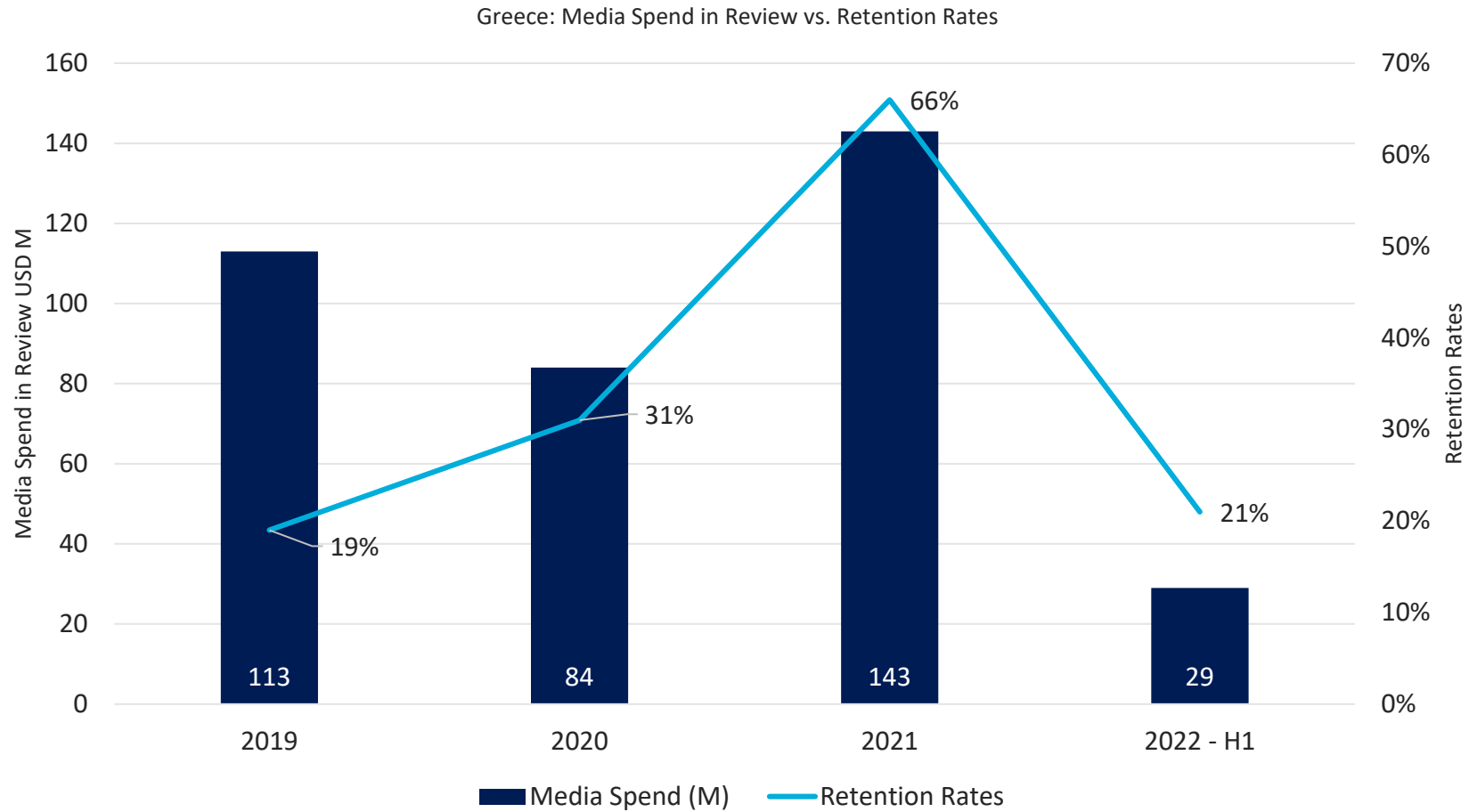
Of media spend in review in 2021

Convergence report 2022

Media Spend In Review Vs. Retention Rates YOY



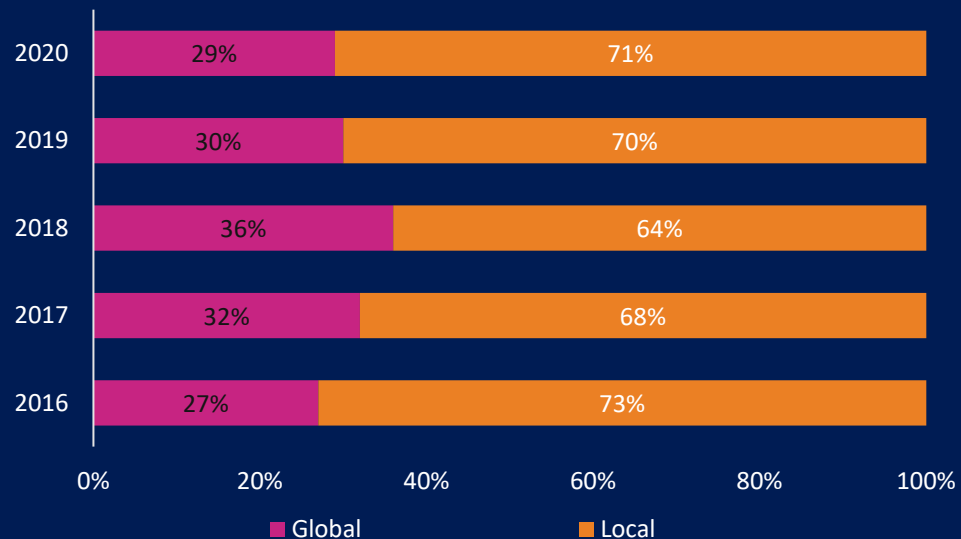
This year we've seen \$29 M in review from Greece alone



Source: Convergence

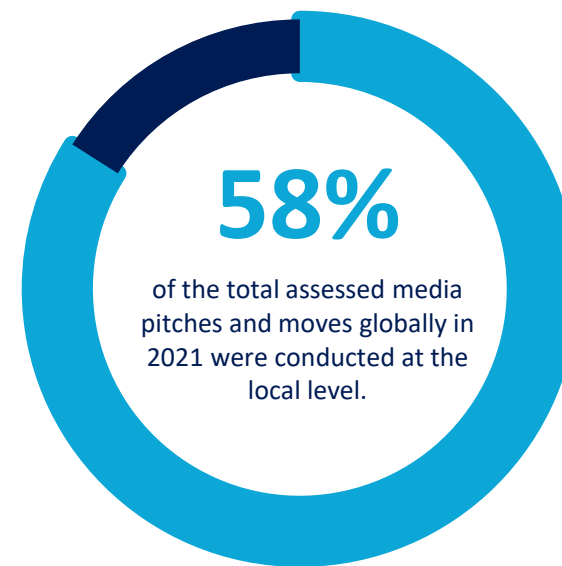
Over the last few years we've seen a trend towards local pitches dominating the overall pitch landscape ...

Global vs. Local Pitches Summary



Share of Global / Multi-Country local vs. Local pitches

58% of the 4,410 assessed media pitches and moves globally in 2021 were conducted at the local level.



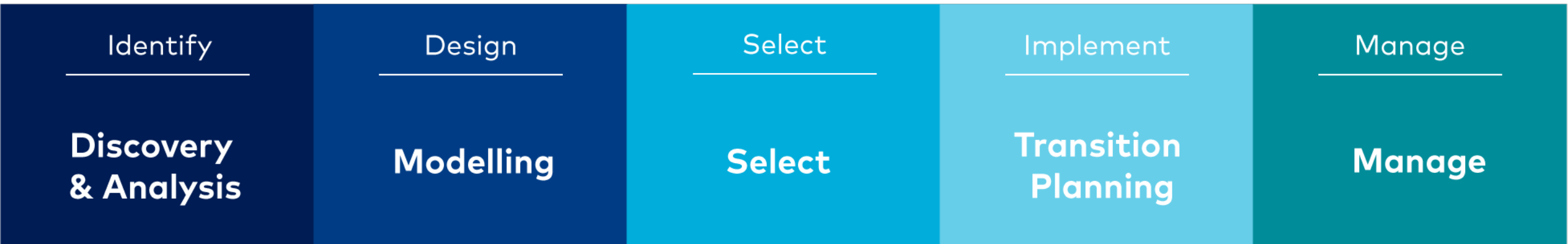
Four key trends have been observed in pitches over the last 2 years

Media as a lever for business growth	More focused and detailed briefs	Consultative and future-facing	More balanced evaluation
Business impact	Articulated ambition	Planning/buying +	Quality of capability
Systems integration	Clear requirements	Working with in-house	Greater focus on talent
Bespoke setup	Separate scopes	Partnership not Agent	Data & Technology



Guiding principles

The framework allows to work through key decision to ensure you get the optimal outcome



Discovery & Analysis phase

- 1. Ask yourself first if you're sure you want or need to change agency**



Discovery & analysis phase



2. Make the pitch preparation phase a priority

New trade-offs are pushing marketers to try new operational models...



As a result of the recent changes in the media ecosystem, advertisers are rethinking media structure and working with their agency partners

Discovery & analysis phase

3. Start early with your pre-contract

- Best choice of agency partner that fits with your governance & transparency needs
- The most talented people within the agency working on your account
- Market-leading pricing delivered transparently



Modelling phase



4. Align on what **success** looks like

Priorities will need to be reflected in your scoring grid

- ✓ Improved media value delivery
- ✓ Strategic input & support
- ✗ Better media deals
- ✓ Innovation & proactivity
- ✓ Better commercial terms
- ✓ Value-chain transparency
- ✗ Service & resource

Modelling phase

5. Create an **efficient partnership model** by defining where you require greater **control** and **transparency**

Define where you want more ownership

Establish a **pre-contract** and **code of conduct** with agency; **trust** will be based on both client & agency commitments



Modelling phase



6. Define the rules of engagement from the start

SPEED DATING



Create greater competition and excitement for your RFP by delivering the brief at an all Agency Briefing session. This can happen virtually or in one of your retail stores.

GAMIFICATION



Gamify the chemistry process to allow all stakeholders to engage in a more relaxed setting to better see if the agency are fit for purpose

Through chemistry building see if there is an appropriate cultural fit between you and agencies. Utilize this opportunity for you to present yourself

Select phase

7. Brief agencies well with qualitative content and clear expectations



Select phase



8. Balance cost optimisation with **value creation**

Select phase

9. Consider **diverse models** by balancing the different needs of all parties



Insight:
The best remuneration models are both **fair**
and **motivating**;

Ensure important criteria and agreements are in place

- Competitive prices
- Fair remuneration & terms
- Achievable savings and motivating bonuses
- Available resources
- Global or local 'frame agreement' should be sent out before the face-to-face meetings for acceptance



Select phase



10. Make the process streamlined, collaborative and agile

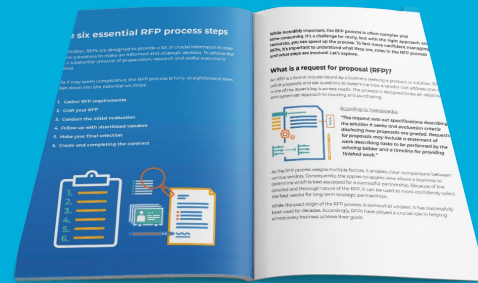
Think what the agency has demonstrated:

- Strong Chemistry,
- Top-Tier Talent
- & Innovation & Creativity

DIGITAL HACK DAY



24 HOUR BRIEF



INNOVATION WORKSHOP



Develop some concrete exercises in your pitch so you can assess agencies capabilities and ways of working

From Powerpoint to practical demonstrations and live tests

THEN (PRE COVID)



NOW (POST COVID)



Questions?

Ebiquity is the world leader in media investment analysis

We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and **improve business outcomes**.

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value.

We provide analysis and solutions through five Service Lines:

- **Media management**
- **Media performance**
- **Marketing effectiveness**
- **Technology advisory**
- **Contract compliance**

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More than **500 media specialists** operate from our 19 offices worldwide, covering **80% of the global advertising market**.



Ebiquity has the most comprehensive, independent view of today's global media market. We **analyse \$55bn of media spend from 75 markets** annually, including trillions of digital media impressions.

Our Contract Compliance division, FirmDecisions, **audits \$40bn of contract value** annually. As a result, more than **70 of the world's top 100 advertisers today choose Ebiquity** as their trusted independent media advisor.