

MEDIA

SENSE.

relationship management

Benefits for Brand Owners

- > Clear, consistent management of the media agency against and expectations
- > Tracks performance over time, so drives relationship improvement
- > Provides impartial objectivity
- > Improves team commitment and motivation
- > Ensures fair, objective PBR performance metrics
- > Creates forum to solve issues and avoid expensive agency switching processes

Benefits for Agencies

- > Clear, consistent feedback on key client relationships
- > Surfaces and resolves issues more quickly
- > Improves account tenure
- > Enables internal benchmarking
- > Improves quality of work through more aligned objectives

The need for proactive relationship management

Modern business leaders are constantly adjusting course according to prevailing market conditions and seeking innovation, creativity and value for money from their business partners.

Media Sense believes that brand owners should invest time and resource in proactively managing and optimising their media agency relationships, rather than seeking new ones, which is both time consuming and expensive. To achieve this more constructive level of engagement, we work with brand owners and their agencies to ensure they have the requisite processes, behaviours and metrics in place to deliver consistently great work and improved performance.

MediaSense's unique approach

MediaSense have partnered with Aprais, the leading global relationship management system, to provide a robust process for managing relationships between brand owners and their media agencies.

Aprais enables you to monitor, measure and benchmark the relationship with your media agency, through a combination of structured face to face set up and feedback sessions, with on-line relationship scoring and data collection, with a view to ultimately resolving perception gaps between you.

To compliment this partnership, MediaSense has developed complementary processes to ensure service value is optimized at every touch-point in the relationship. These revolve around three key areas: the Organisational Audit ensures agency resources and fees are aligned with client structures and budgets. Where clients are working with several communications partners the Engagement Mapping process defines roles, responsibilities and relationships to ensure all stakeholders have clarity around who works with whom, when and where. The Process Review assesses the robustness and application of client/agency campaign management systems, tools and processes to identify blockers and enablers to operational efficiency and effectiveness.

"When we established a new client and agency team, Aprais helped them learn together and to understand each others' needs. This resulted in a better and more productive relationship, grounded on the continuous measurement of mutually agreed KPIs. The work is better and the relationship on both sides is much healthier."

David Rennie, MD, Nestle Rowntree (UK)

MEDIA SENSE.

MediaSense's founders:

ANDY PEARCH

Andy brings to MediaSense a distinguished history in the media industry, having co-founded Billetts and developed it into a leading media consultancy. He has worked with more than 150 of the most influential advertisers, both in the UK and Internationally. He is regularly invited by media businesses to provide consulting, guidance and analysis to drive improved performance.

GRAHAM BROWN

Graham is a true internationalist. As Managing Director of Carat International, he managed Carat's multinational clients and developed the company's international product and service offerings. He also helped to set up Carat's operations in the US and across Asia and Latin America.

As Consulting Partner of EMM, Graham gained first-hand knowledge of the media cost/value relationship from the client's perspective.

MediaSense helps Brand Owners to generate the most value out of their media budgets locally and internationally, and to navigate successfully through media change.

We pride ourselves on giving intelligent, mature and high value advice to Brand Owners on their business and media challenges.

Our clients recognise that excellence in Value, Performance and Relationships in the digital media world requires a different blend of skills and metrics to those offered by traditional media management techniques.

MediaSense has developed **Active Media Governance** – a new technique for improving media performance. Our Governance service delivers total management of the media supply chain, eliminating inefficiencies, increasing productivity and ensuring commercial and media goals are tightly aligned.

With fit-for-purpose processes and metrics in place, Brand Owners can realise the full potential of their media investments and assets across all media channels, audience segments and business sectors. MediaSense are passionate about helping clients re-purpose current approaches. For example we prioritise performance metrics which focus on Outcomes rather than just Inputs.

MediaSense advocate that Brand Owners should invest time and resource in proactively managing their agency relationships, rather than seeking new ones which is time consuming and expensive. So we work with clients and their agencies to ensure they have the requisite processes, behaviours and metrics in place to deliver consistently great work.

Our Core Services...

- > Performance Management
- > Relationship Management
- > Pitch Management
- > Business Consulting
- > Process Engineering
- > Professional Development

To contact MediaSense

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