

Top 10 ways to prepare for an agency remuneration negotiation

- 1. Create a 12-month job cost summary** that identifies your advertising and media spend by brand and type. For a new brand or agency, use budget and costs from a similar brand activity as a base.
- 2. Ask the agency to supply a summary of the key personnel**, their position, responsibilities and the current or projected percentage of time they will be assigned to your business.
- 3. The agency should provide you with a comprehensive schedule of fees**, for their internal and external services, to be benchmarked against industry averages.
- 4. Review the past year's advertising and media activity** and identify projects that ran either over budget or over schedule.
- 5. Investigate projects with budget over-runs** and see how the remuneration agreement could be structured to control these.
- 6. Review your marketing budget and plans for the coming 12 months** noting any changes in level and type of advertising activity.
- 7. Review the agency human resources** in the context of your marketing plan for the coming 12 months and make estimations regarding the level of service required.
- 8. Review your current contract** removing superfluous clauses or adding any new clauses required to reflect your changing needs.
- 9. Review the various remuneration models** available and shortlist those appropriate to your business to be discussed with your agency.
- 10. Contact TrinityP3.** We can provide you with industry benchmarks in regards to cost, resources and remuneration models so you can make a more informed decision on the remuneration solution to suit your current and future advertising needs.

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