

Top 10 most common ways that advertisers waste money

- 1. Incomplete or poor quality briefing.** If you don't know what you want or need how is the agency going to know?
- 2. Being too prescriptive in your requests.** You are paying professional rates, treat the agency like professionals and get their recommendations before dictating your own.
- 3. Lack of time and project management discipline.** If you don't allow enough time to get the job done right, be prepared to pay for it later.
- 4. Lack of confidence in providing feedback.** Garbage in leads to garbage out in IT and advertising so be careful and concise in providing feedback to the agency.
- 5. Convoluted approval processes within the organization.** Every person in the approval process can have an opinion, but in the end the only one that counts is the ultimate decision maker.
- 6. Poor understanding of the advertising process.** Can lead to making decisions at the worst possible time in the process. Know the process and you'll get better results.
- 7. Having the agency do tasks you should do yourself.** As the agency is one of the more expensive outsourcing options and in the end they end up owning that knowledge.
- 8. Excessive last minute changes.** Never enough time to get it right up front, but always time to fix it in the end means you end up paying way too much.
- 9. Changing agencies when you change marketing directors.** Because the loss of brand and market knowledge within the incumbent agency is one of the great-unaccounted assets.
- 10. Contact TrinityP3.** You can have your advertising processes benchmarked against the best practices in Australia and find out how you can reduce waste and increase value in you advertising.

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