

# trinity **P3** what do we do?

TrinityP3 help manage creative suppliers across the breadth of the marketing mix:

creative agencies

media agencies

digital agencies

marketing services agencies

strategic alignment

**TOTAL CATEGORY MANAGEMENT**

Roster rationalisation - Determining the optimum number and calibre of suppliers to deliver your needs

Supplier search and selection - Selecting the ideal supplier to deliver your needs

Remuneration/PBR - Ensuring your remuneration level and type supports the delivery of maximum value

Contracts - Developing contracts that provide transparency, accountability and management efficiency

Engagement Agreements - Replacing SLAs and supplier KPIs to encourage more collaborative working environments

Environmental Strategy - Aligning marketing practice and impact with the organisational environmental strategy

Strategic Production Sourcing - Achieving cost efficiencies and enhanced quality through effective production sourcing

process improvement

Training Workshops - Provide the appropriate level of industry specialist knowledge to manage the process efficiently

Process Optimisation - Develop the most time and cost effective process to deliver your marketing requirements

Process Mapping - Map and review your current or proposed workflow processes against industry best practice

Collaboration & Relationship Management - monitor and implement process improvements to foster collaborative environments

Green Reduction - Undertake reduction strategies to reduce waste and environmental costs associated with your marketing

Production Management - Improving production management processes to deliver greater transparency and accountability

operational assessment

Cost Benchmarking - Monitor the costs of your marketing activity against industry benchmarks to ensure maximum value

Process Reviews - Review your current processes to identify opportunities for improvement to speed to market and cost

Collaboration and Relationship Evaluation - Measure and monitor how well your current relationships are working

Green Assessments - Assess the current environmental impact of your marketing activities across media and production

Production Assessment Reports: benchmarking and assessing costs - television, online, magazine, newspapers, brochures, etc