



media release

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Marketing Professionals hear that better understanding the key to agency selection

At a recent Sydney breakfast for advertising and marketing agency professionals, Darren Woolley of advertising audit and benchmarking firm P3 said that better understanding the agency selection process is key for advertising agencies seeking to improve their performance.

Speaking at a Connect Marketing Professionals Breakfast in Centennial Park last Friday, Woolley drew on his own advertising agency experience and related 'war stories' of his five years with P3 providing audit, benchmarking and value added services to over 40 of Australia's top 100 advertisers.

"One of the key challenges, particularly for smaller agencies is how to avoid a pre-determined outcome, where the selection process is not necessarily a genuine commitment to achieve the best outcome for the advertiser and serves only to legitimise selection from a limited field of agencies known to the marketing manager. In this case the agency should satisfy itself why the advertiser is looking for a new provider", Woolley said.

Woolley explained to the enthusiastic audience of over 50 marketing professionals that to be successful in tendering it is important to fully understand the rules of engagement. This involves asking the right questions of the advertiser and obtaining a full brief that sets out exactly what is being sought. Too often agencies fail in the pitch process because they misunderstand what is required and do not answer what the client actually needs.

"In our experience, advertisers often limit their ability to make the right choice through the pitch process because they do not have a complete view of what is available in the market place and cannot necessarily articulate their requirements, instead relying on knowing what they want only once they find it."

At the breakfast Woolley referred to a paper recently published by P3, "Taking the Guesswork out of Agency Selection". He said that the paper had been prepared to assist both advertisers and agencies understand that support and tools are available that can help prevent the selection process turning out like a bad blind date.

P3 supports agencies and advertisers with a comprehensive database, which the advertiser can use to exactly match its needs with the skills and capability of an agency. Importantly, the entire process is independent, making it attractive to both sides.

In an entertaining and often humorous address, Woolley explained to the audience that sometimes an agency might have to decide that it does not want a particular client, rather than the other way around.

"At the end of the day, success in our business is about relationships and these have to work at a personal level", Woolley told the breakfast gathering.

Ends.

**For more information or copies of
"Taking the Guesswork out of Agency Selection"**
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About P3

P3 is a consulting company with a national network of more than 30 industry professionals that helps people to achieve commercial purpose through creative process. P3 works with some of Australia's largest advertisers to help them gain maximum value from their marketing expenditure. Leveraging their extensive knowledge of the marketing and advertising industry, P3 provides benchmarking, training and auditing services that assist marketing professionals to make more informed decisions about their investment across a broad range of marketing communications including agency remuneration, television and print production, media buying, PR, interactive advertising and Direct Marketing. P3's client base includes more than 40 of Australia's Top 100 Advertisers.