

How to  
reach the  
heights  
of marketing  
efficiency  
and  
effectiveness

June 2010



# Introduction

TrinityP3 is

- a heads up,
- a helping hand,
- the know how you need
- to achieve maximum marketing efficiency and effectiveness.



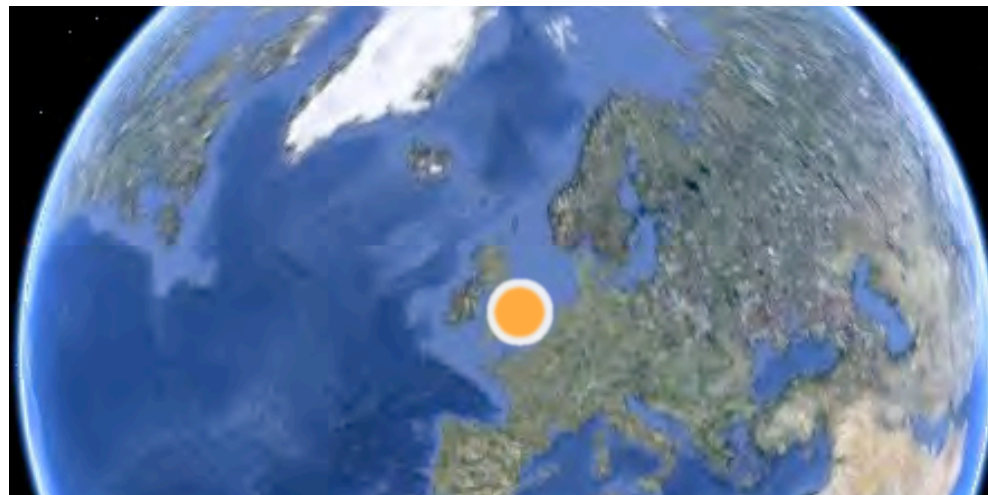
# Knowledge

- TrinityP3 provides marketers and advertisers with
  - cost benchmarks,
  - industry best practice knowledge,
  - training and
  - independent third party advice on how to maximise the value of their advertising and marketing budgets
- TrinityP3 consults across Australia, NZ, UK, Europe and the Asia Pacific region, including China and SE Asia.
- Founded in 2000, TrinityP3 is at the leading edge of decision making in the marketing and ad industry that spent over \$200 billion in 2009.



# Credentials

- TrinityP3 has managed and facilitated more than \$750 million in media and advertising contracts in the past 12 months.
- TrinityP3 works with the world's top advertisers delivering millions of dollars in savings and efficiencies.
- TrinityP3 consults across all major categories including finance, automotive, retail, beverages, FMCG, communications, education, health, government, insurance, media and pharmaceuticals.
- TrinityP3 advises on all areas of marketing communications.
- TrinityP3 has offices in Sydney, Melbourne, Wellington, London, Hong Kong and Singapore.



# Clients

In the past 12 months, TrinityP3 has worked with:

- API - Priceline
- Arnotts
- Australia Post
- Austar
- Australian Government
- Australian Unity
- British American Tobacco
- BUPA
- Beieresdorf
- Cadbury
- Canon
- Cerebos
- Fidelity
- Flight Centre
- Fonterra
- Fosters
- Foxtel
- George Weston Foods
- Goodman Fielder
- Goodyear
- Honda Australia
- Hyundai
- IAG
- ING
- Jenny Craig
- Kellogg
- Kimberly Clark
- Kraft
- Lexus
- Lion Nathan
- Mars
- Mastercard
- McDonalds
- Medibank Private
- Myer
- National Foods
- Nestle
- Novartis
- NSW Government
- Panasonic
- Parmalat
- Pepsico
- RACQ
- RACWA
- Reckitt Benckiser
- SCA Hygiene
- Singapore Government
- Singtel Optus
- Specsavers
- St George
- Suncorp
- Telecom New Zealand
- Toyota
- Tourism Australia
- Vodafone/Hutchison
- Walt Disney Studios
- Westpac
- World Vision
- Yum

# Executive Summary

- TrinityP3 helps marketers achieve maximum value for their marketing budget through developing:
  1. **strategic alignment,**
  2. **process improvement,**  
and then monitoring and diagnosing the results with
  3. **operational assessments.**
- These services are provided across the breadth of the marketing mix including
  - **Creative agencies,**
  - **Media agencies,**
  - **Digital agencies,**
  - and the diverse range of **Marketing Services** such as PR, DM, sales promotion, research and the like.

# Key Staff



# Australia

- **Darren Woolley, Managing Director**
- Darren started his working life as a scientist at the Royal Children's Hospital Neuropathology Laboratory undertaking research in myopathies, neuropathies, Sudden Infant Death Syndrome and Repetitive Strain Injury. He established a chemical recycling company called Resolve before making the transition to advertising in the mid eighties.
- During his 15 years as a writer and Creative Director, Darren developed brand and business communication strategies for a broad range of organisations including Blockbuster, News Limited, Tourism Victoria, the Salvation Army, Bega Foods, Yakka and Mitre 10. He was Creative Director at J Walter Thompson and President of the Melbourne Art Directors' Club for two consecutive terms.
- With his background as both scientist and Creative Director, Darren brings a unique sense of process combined with creative purpose to his work. He has been named in AdNews Power 50: The Most Powerful People in Advertising since 2005 and is a regular commentator to AdNews, B&T, Marketing magazine and Procurement Professional.
- Contact: [darren@trinityp3.com](mailto:darren@trinityp3.com)



# New Zealand

- **St John Craner, Business Director**
- St John has worked in the communications and agency industries for fifteen years. After graduating from the UK's first degree of its kind with a BA Hons in Advertising, Marketing and Media in 1995, his first job was at McCann Erickson. St John's experience now stretches across both senior roles in agencies and the corporate sector.
- St John's first role in New Zealand in October 1999, was at Y&R Wellington as Senior Account Manager. St John's agency experience spans across a variety of sectors: automotive (Volvo), petroleum/lubricants (Mobil/BP), education (Massey University) and communications (New Zealand Post). St John also has specialist knowledge of the financial services sector working on clients Lloyds Bank (UK) and National Bank (NZ). St John's last corporate role was as National Brand and Sponsorship Manager for Contact Energy, and before that he was National Brand Manager for Westpac NZ
- St John is a firm believer in marketing communications that drive outcomes and the importance of measurement, which makes him an ideal Business Director for TrinityP3.
- Contact: [stjohn@trinityp3.com](mailto:stjohn@trinityp3.com)



# Asia

- **Katharine Schäfli, Business Director**
- Katharine has over eighteen years of agency leadership with multinational key accounts including P&G, Unilever, Nestlé, J&J, and Colgate-Palmolive; iconic luxury and FMCG brands.
- Arriving in Shanghai from Johannesburg, Katharine has worked in Asia since 1998 and is now based in Hong Kong. A Regional Director for eight years, covering 17 Asian markets, she led both brand communication strategy and business management at international agencies including JWT, Lowe, Y&R and Leo Burnett. Within different operational models, she was responsible for streamlining procedural process, cost benchmarking, contract negotiation and fee structuring consistently delivering above targeted results.
- Katharine is a results oriented leader with the breadth and depth of knowledge to overcome marketing management challenges and motivate smart solutions for teams separated by geography, structure, responsibility or agenda, which makes her ideally suited to her role with TrinityP3.
- Contact: [katharine@trinityp3.com](mailto:katharine@trinityp3.com)



# Europe

- **Reece, Young, Business Director**
- Reece is a commerce graduate with a business and economic background. He began his career in Sydney as Business Development Manager with Davnet, before relocating to London and joining Decide Interactive as Business Development Director, Europe.
- Most recently, Reece has run his own business educating corporate clients in new technology and providing key insights into digital behaviour, and his experience covers a wide range of categories including finance, mobile, automotive, travel, FMCG, health & beauty.
- With his speciality in the digital arena, Reece's skills in business development make him an ideal Business Director with TrinityP3 as he brings a wealth of experience across a wide range of marketing and communications disciplines with a particular strength in the ever important area of digital and interactive marketing.
- Contact: [reece@trinityp3.com](mailto:reece@trinityp3.com)



# Services



# Services

- TrinityP3 help manage creative suppliers across the breadth of the marketing mix, including creative, media, digital, direct, and all marketing services including pr, experiential and sales promotion:
  - **1. Strategic Alignment**
    - Ensures marketers, procurement and management understand what strategic drivers and considerations are necessary to deliver their marketing objectives. And ensures those marketing objectives are aligned to their business needs.
  - **2. Process Improvement**
    - Make sure the right process is in place, and the people involved in that process have a functional knowledge of what's required.
  - **3. Operational Assessments**
    - Boosts strategic thinking to ensure process and management are fully aligned with the organisational strategy and, consequently, outcomes.
  - **4. Total Category Management**
    - The TrinityP3 Total Marketing Management solution can be applied across the entire marketing communications category.

# 1. Strategic Alignment

## Strategic Alignment

- **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** - 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



\* Service not available in Europe

# 2. Process Improvement

## 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** - Survey, 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



# 3. Operational Assessment

## Operational Assessment

- **Cost Benchmarking** - Monitor the costs of your marketing activity against industry benchmarks to ensure maximum value
- **Media Strategy & Planning Assessment** - Ensure you are buying media better, not just cheaper\*
- **Media Buying Benchmarking** - Ensure you are buying at the best possible rate across your media investment\*
- **Process Reviews** - Identify opportunities for improvement to speed to market and cost
- **Evalu8ing: 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



\* Service not available in Asia and Europe

# 4. Total Category Management

- TrinityP3 specialises in managing all suppliers in the marketing mix, and creating a cohesive and complementary relationship and better value for money for the advertiser.



- With **TrinityP3 Category Management**, all agencies are aligned to produce a better result for the brand, the strategy and the budget, including:
  - **Creative agencies** - highest profile yet often mismanaged resource
  - **Media agencies** - often the largest expenditure and most misunderstood
  - **Digital agencies** - the newest and most under-utilised supplier
  - **Marketing Services** - the diverse range of PR, DM, Sales Promotion, Research, Sponsorship, Experiential, and the like.

# Evalu8ing – collaboration & performance

- Welcome to the new generation in relationship management systems. Evalu8ing.
- Evalu8ing is the **only online survey** system that allows you to **evalu8 the status of the complex relationships between up to eight groups of people** working with each other.
- This could be **eight groups** within your organisation. It could be **eight offices** in various locations. It could be **eight suppliers** all working together on a project. Or a **combination** of them all.
- Visit [Evalu8ing.com](http://Evalu8ing.com) to find out more.



# Green Marketing

- Measuring carbon emissions across marketing communications, specialist green auditing and compliant and traceable carbon offsetting programs.

Green Marketing services include:

- 1. Environmental Strategy:**  
Align marketing practice and impact with organisational environmental strategy.
- 2. Green Reduction:**  
Undertake reduction strategies, reduce waste and environmental costs associated with marketing.
- 3. Green Assessments:**  
Assess the current environmental impact of your marketing activities across media and production.



# Case Studies

More case studies available at <http://www.trinityp3.com/blog/case-studies/>

# Remuneration Benchmarking & Modeling

## **Company Category: Global FMCG**

**Challenging Problem:** TrinityP3 were asked to review the remuneration arrangements of a Client's two creative agencies. These relationships had been in place for many years however there was a sense that the rates may have been above market.

**Creative Solution:** TrinityP3 benchmarked the rates and also the level of resources supplied by both agencies. Against benchmarks it appeared both the mix of resources provided and the level were excessive. In addition the head hour rates were well above market. TrinityP3 recommended a restructuring of the remuneration model to be an "all inclusive retainer" which allowed the client to buy the same level of resource currently on rate card at a cheaper price. TrinityP3 also assisted in the rationalization of the agency roster as there was no apparent benefit having the work spread across two agencies.

**Process:** TrinityP3 benchmarked to client "Scope of Work" for the following year and asked each agency to submit a remuneration proposal based on the Scope and new remuneration model. TrinityP3 then assessed the responses providing advice to the client's procurement team on the appropriate negotiation strategies.

**Timeline:** This project had 3 phases which were completed within 8 weeks.

**Result and feedback:** The client achieved significant monetary and efficiency savings over the current model and has been used as a model for the company in other regions where we have assisted in delivering the same outcome in Hong Kong, Malaysia and most recently Japan.

**Cost:** \$85,000

# Creative Agency Search & Selection

## **Company Category: Global Telecommunications**

**Brand or Issues:** Entire organisation e.g. brand communications, retail network, sponsorships, digital and direct response, direct and CRM, consumer and business proposition communications.

**Challenging Problem:** Client engaged TrinityP3 to facilitate a full service creative agency search and selection process, due to the various business units all using a number of different creative agencies, and their dissatisfaction with their current lead creative agency. There was a lack of synergy in all of their communication in the market, and high levels of cost and administration in using numerous agencies.

**Creative Solution:** TrinityP3 facilitated the entire process from searching for appropriate agencies in the market, to developing each stage of the selection process to fit the client's needs.

**Process:** The process can be summarized into the following stages; 1. Establish the brief, 2. Review the market 3. Credentials review (RFI), 3. Full day strategy workshops 4. Financial proposal (RFP), 5. Digital and direct response capabilities review, 6. Creative presentations, 7. Negotiation

**Timeline:** Entire project took a total of 15 weeks from initial briefing to contract being signed with new agency. TrinityP3 works with clients at the initial briefing to develop a timeline that best fits their needs and timing expectations.

**Result and feedback:** Client very happy with the result, the process and advice provided. Client has since engaged TrinityP3 to conduct the search and selection process for their media agency.

**Cost:** \$70,000

# Remuneration Assessment

## **Company Category: Tourism**

**Challenging Problem:** The Department needed to confirm its remuneration arrangements were delivering value which would allow the Agency to be reappointed without a costly and disruptive pitch process.

**Creative Solution:** Agency Remuneration Benchmarking and subsequent SOW Benchmarking were undertaken for the following year to assist in determining the level of remuneration going forward.

**Process:** The agency was asked to provide a completed data pack which was used to review and benchmark the relationship to date. Following the presentation of the initial findings the client provided TrinityP3 with the proposed SOW for the following year which was then used to provide the client with a negotiation position to be put to the agency.

**Timeline:** Upon receipt of the completed data pack from the agency the process took 2 weeks.

**Result and feedback:** Client achieved their desired outcomes with no disruption to the current workflow and continue to enjoy a discount to the market value of their retainer. The agency has been reappointed without the need to participate in a costly pitch and saw the involvement of TrinityP3 as an integral part of the process.

**Cost:** \$19,000.

(Savings included no pitch cost and also 10% saving to market on benchmark value of retainer.)

# Television Production Review

## **Company Category: Family Restaurants**

**Challenging Problem:** With over 50 TVC's being produced each year the Client engaged TrinityP3 to review the current TVC buying costs and processes to ensure they were receiving fair value from their agencies.

**Creative Solution:** TrinityP3 suggested a initial historical benchmarking exercise covering a cross section of projects. These would allow cost and process comparison using TrinityP3 's database and category expertise.

**Process:** TrinityP3 carried out a series of cost assessments using the historic data supplied being the scripts, agency and TV production house estimates.

**Timeline:** The initial assessments where completed in the standard turnaround period of 48 hours. From these results a full proposal was prepared. This was completed and presented within a further 5 days

**Result and feedback:** There where a number of recommendations that have been adopted to date of which some are ongoing. Firstly, using the findings from the assessments fully customized TV training workshops where run by TrinityP3 to help the marketing team understand the issues. Cost savings of approximately 15% have been identified and various purchasing processes have been amended.

**Cost:** \$15,000

# Talent Contracts

## **Company Category: Government Health**

**Issue:** Government Department responsible for developing community communications campaigns to improve health and decrease illness is increasingly exporting campaigns into overseas markets.

**Challenging Problem:** The advertising agency, casting agents and talent agents were using the actor's union contracts, the terms of which were making the cost of talent fees prohibitive in these overseas markets.

**Creative Solution:** TrinityP3 were able to rewrite the existing actor's union talent fee, within the agreed legal terms to provide a more cost effective way of calculating the talent fee for overseas markets and then enshrine the use of this in the agency contract.

**Process:** TrinityP3's brief from the Department was that the countries wanting to license their communication campaigns were populous but relatively poor, therefore using an existing campaign should have been a cost effective solution. TrinityP3 linked the talent fee for rights in foreign markets as an index to Australia's GDP per head of population.

**Timeline:** The process involved consulting with external and internal lawyers and took 3 months from initial brief to approved draft of the new talent contract.

**Result and feedback:** As expected, there was some industry resistance to the new agreements, but future campaigns will now be covered under the new terms making it more cost effective for countries with low GDP and high populations to leverage these life saving campaigns. The only problem is that the actor's contracts from the existing campaigns cannot be changed retrospectively.

**Cost:** \$25,000

# Carbon Reduction

## **Company Category: Government Environment**

**Issue:** Environmental Legislation was demanding all Departments fully understand their carbon emissions. This included marketing spend.

**Challenging Problem:** With all other business divisions being able to measure their carbon footprint, Marketing were required to gain an understanding for their external advertising spend.

**Creative Solution:** TrinityP3 were able to assist Marketing by using their cost effective measurement and assessment methodology and calculators to supply carbon emissions in all marketing channels.

**Process:** TrinityP3 carried out a year's review of the media buy and applied the appropriate carbon readings and reports.

**Timeline:** The carbon assessments were completed for each separate market campaign within 5 days.

**Result and feedback:** This was only the first part of the process. The historic carbon benchmark now enables marketing to set carbon reduction targets for the future years. TrinityP3 is working with both the internal marketing department and their media and agency partners to understand and then adjust the carbon footprint while at the same time not adversely effecting the business strategy.

**Cost:** \$15,000

# Television Production Negotiation

## **Company Category: Tourism**

**Issue:** Corporate governance on major single source purchasing.

**Challenging Problem:** The Tourism Board had brokered a deal to 'piggy-back' an major new film about the country by having the film's director shoot a TVC in the same style. As competitive costs were logistically unavailable, how could the Tourism Board ensure they were getting fair value?

**Creative Solution:** TrinityP3, under strict confidentiality agreements, were asked to help negotiate the final costing and give explanations to senior management on all pricing areas to enable internal sign-off.

**Process:** TrinityP3 carried out an initial review based on the limited information to hand. Then worked with the client to discuss and identify areas of concern within the estimated pricing.

**Timeline:** This was carried out in 24 hours over the weekend owing to the delicate timing of this project. While wanting to ensure the correct level of due diligence it was also important to lock in the director to produce the commercials.

**Result and feedback:** While trying to help negotiate within the restraints of a monopoly TrinityP3's presence in the mix ensured a tightening of both costs and an increased compliance in all levels of written details of the project. This enabled this innovative but costly idea to pass rigorous internal Governmental approval.

**Cost:** \$10,000

# Master Media Buying Agency Selection

## **Company Category: Government Administration**

**Issue:** Government was required by policy to undertake an open tender for master media buying.

**Challenging Problem:** The collective Government media spend represented one of the largest accounts in the market, which made it highly desirable for most media agencies. But the complexity and diversity of the media needs across the account made it one of the most challenging as well with special requirements in NESB media and regional media meaning that few media agencies had the depth of skills to properly service the account.

**Creative Solution:** TrinityP3, under strict confidentiality agreements, developed a series of weighted score cards based on experience, expertise, capabilities of the agencies and their proposed resources. These score cards were used to evaluate the many tender responses to efficiently and thoroughly identify those agencies with the skills required. TrinityP3 was also able to assist with the benchmarking of these resources in regards to cost and output utilisation, which became the basis of the negotiation with the successful agency.

**Process:** TrinityP3 was initially engaged in the planning of the project and was able to review the process with the Departmental stakeholders, procurement and probity. TrinityP3 provided industry input into the RFP and developed the weighted score cards which were used to evaluate the tender responses. The shortlisted tenders were then benchmarked by TrinityP3 against our industry benchmarks and the report became the basis of the selection process and negotiation.

**Timeline:** For such a major contract, this process was undertaken over a 4 month period with TrinityP3 involved every step of the way.

**Result and feedback:** The process yielded a new media agency to manage the Master Media Buying Contract with a higher level of specialist resources in the on-line and regional media areas with no significant increase in cost.

**Cost:** \$45,000

# Carbon Offset Calculations

## **Company Category: Major International FMCG**

**Issue:** This Client was claiming to have measured then offset all the carbon emissions in the production and distribution of a new 'Green' product.

**Challenging Problem:** Under the watchful eye of the Government Authority there was a need to ensure all aspects of the product had been measured including the advertising.

**Creative Solution:** TrinityP3 were able to assist by using their cost effective measurement and assessment methodology and calculators to supply carbon emissions readings in all marketing channels.

**Process:** TrinityP3 carried out a review of the media and production buy and applied the appropriate carbon readings and reports. This was overseen by an independent auditor who was helping the client comply with strict guidelines.

**Timeline:** The carbon assessments for both the production and media buys were completed within 48 hours.

**Result and feedback:** TrinityP3's unique carbon measurement system enabled the client to be able to comply with the legislative requirements in a cost effective and timely manner.

**Cost:** \$10,000

# Search Engine Marketing (SEM) Review

## **Company Category: Financial Services**

**Challenging Problem:** The Client found the rising importance, and both the day to day and strategic management of search engine marketing very complex, costly and inefficient.

**Creative Solution:** TrinityP3 was engaged across a large scale project to ascertain exactly how search engine marketing was handled internal amongst departments and externally via two suppliers.

**Process:** TrinityP3 conducted extensive document analysis and conducted several stakeholder interviews to determine the process, road blocks and successes within the current framework of search engine marketing management.

**Timeline:** Approximately eight weeks from the project establishment meeting to the final presentation to senior management stakeholders.

**Result and feedback:** Through the TrinityP3 Search Engine Marketing Review process, we found roadblocks to best of breed search management to be larger than the discipline (SEM) itself. The client needed to create a digital team to centrally manage all digital activities across all products. This was a major and key finding in the review. The client is currently in the process of implementing our recommendations.

**Cost:** \$30,000

# Executive Summary

# Executive Summary

- **TrinityP3 has** subject matter experts across the full range of disciplines and each has more than ten years experience in their area of speciality.
- As an organisation we **have experience across all marketing categories** including FMCGs, automotive, retail, financial services and the like.
- We have **extensive database information** on industry rates, salary benchmarks, rate card rates and resource planning.
- We provide the strategies and knowledge to **improve and optimise supplier management and relationships.**
- But most importantly, we work with marketers, procurement, marketing services and their service providers to develop and implement processes that deliver **alignment and greater efficiency** and therefore **effectiveness** for the marketing.

# Executive Summary

- Marketers focus on developing the marketing strategies and executions to deliver their business objectives (EFFECTIVENESS).
- TrinityP3 assists marketers to manage the marketing process and so deliver the resources and services to them in the most cost and time effective way possible (EFFICIENCY).
- TrinityP3:
  - Delivering value solutions, not cheap alternatives
  - Improving relationships & effectiveness
  - Providing understanding & insight
  - 100% independence & confidentiality
  - Broad, relevant industry experience
  - Fixed project cost upfront

# For more information, please call

TrinityP3 Pty Ltd

Sydney

+612 8399 0922

Melbourne

+613 9682 6800

London

+44 7880 910 064

Wellington

+64 21 515 650

Hong Kong

+852 3589 3095

Singapore

+65 6884 9149

[people@trinityp3.com](mailto:people@trinityp3.com)

[www.trinityp3.com](http://www.trinityp3.com)