

Marketing Services Supplier Search & Selection (or New Business Pitching)

Industry Best Practice

TrinityP3

June 2011

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Expertise

What we do

TrinityP3 manage all types of marketing suppliers across the entire marketing mix in the following ways:

Agency Search & Selection:

- Strategic Supplier Alignment
- Supplier Search and Selection
- Remuneration / Compensation Modelling
- Payment by Results
- Contract Negotiations
- Internal Structure & Process Review

Agency Engagement & Alignment:

- Remuneration / Compensation Assessment
- Contract Review
- Engagement Agreement
- Rate Card Development
- Scope of Work Management
- Process Optimisation
- Training Workshops

Agency Monitoring & Benchmarking:

- Evalu8ing - Relationship Alignment & Performance Improvement
- Cost Benchmarking
- Media Strategy & Planning Assessments
- Production Management
- Production Assessments
- Green Assessments & Reduction

Who we work with

TrinityP3 has most recently helped the following advertisers with the Search & Selection (new business pitch) process :

Current:

- Kraft
- Fonterra
- Suncorp
- Institute Chartered Accountants

Most recently:

- Village Roadshow
- Aust Red Cross Blood
- Inghams
- Sydney Water
- API – Priceline
- Honda
- Medibank
- Ikea
- Diageo
- Stihl
- Salvation Army
- Cerebos
- IAG
- Parmalat

- University of Melbourne
- New Zealand Telecom
- World Vision
- Australian Unity
- Hutchison
- NSW Government
- Lexus
- Vodafone
- Telstra
- St George
- Westfield
- Colorado
- News Limited
- Nike
- Westpac

What Clients Say...

- “TrinityP3 are very professional and open. We have a great working relationship with them and they add value to my business. I would definitely recommend them.”

Michelle Havas, Marketing Communications & Capability Manager, Diageo

- “It was a pleasure dealing with the team from beginning to end, and we look forward to working with you again in the future.”

Rob Moore, Digital Marketing Manager, Village Roadshow

- “I have found the team at TrinityP3 to be the best in field, incredibly helpful and a broad range of experience in Marketing and supplier management. I believe TP3 is best in field.”

Amanda Connors, Marketing Director, API-Priceline

- “We recently worked with TrinityP3 on a number of agency reviews. We chose TrinityP3 to facilitate the process because of the calibre of their people and their proven track record in overseeing what can often be a difficult and extremely time consuming process. TrinityP3 do much more than simply managing the process. Their willingness to go above and beyond and where appropriate to offer advice & suggestions so we could meet our aggressive timelines played a major role in helping us deliver a process that was appreciated by our internal stakeholders and by the agencies involved. “

John Lewis, Marketing Services Manager, IAG

What Clients Say...

- “Medibank has used TrinityP3 on four occasions in the last 18 months to help ensure we select the right agency for the task, using a robust process. Choosing a creative or media agency is a relatively emotional thing for a corporate to undertake - the deliverables include a large component of subjective results. TrinityP3's process meant that we followed a robust process which was fair to agencies and ensured an appropriate result. And on a fair and transparent remuneration basis, both for their fee and ongoing agency costs. They know the market, know the right questions and have good process. We have used TrinityP3 for two large and two smaller agency reviews - they can adapt to the appropriate level of effort and complexity. They also provide an expert bank of knowledge to assist your own procurement function, and in the nicest possible way help steer senior decision makers through a challenging process. TrinityP3 is a valuable contributor to Medibank's commercial decision making.”

Stephen Mildred, Head of Marketing Strategy & Planning, Medibank

- “TrinityP3's involvement added a dimension of rigor and independence to the process. This enabled us to tailor a process that best suited our organisation, ensuring the best and brightest agency wins the account.”

Andrew Branwhite, Head of Brand, Vodafone

- “Very happy with the service, advice and value we received with our media tender.”

David Joseph, National Campaign Manager, Aust Red Cross Blood Service

What Clients Say...

- “The University is so pleased with Pam’s contribution to this project. Her advice has been invaluable and her contribution significant, and she is very easy to work with. I got to the point where I just could not imagine continuing through the rest of the way without her, so we have kept her on to work with us through the negotiation and set up stages. This was not our original intention but we can clearly see the value in doing so. She’s great and its been money very well spent.”

Eveline Van’t Foort, Advertising Manager - Marketing & Communications, University of Melbourne

- “Really appreciated the professional advice and service.”

Ian Johnston, Territorial Marketing & Events Director, Salvation Army

For more testimonials, please visit <http://www.trinityp3.com/testimonials.php>

And the Agencies...

- Normally speaking, we are very dubious of pitch consultants and “advisers” to clients re agencies. Usually these so called agency experts are not good enough to hold top jobs in agencies and furthermore their experience is in general very limited. This leads to bad advice for the client and frustration for the agencies. This is simply not the case with TrinityP3. We have nothing but respect and when they are advising clients on a pitch or selling services for clients, we know everyone is going to win.

Tom Dery, Executive Chairman Asia, Pacific and U.S., M&C Saatchi

- What makes TrinityP3 unique is they know both sides of the business - and seek to find agency and clients that will work really well together over the long term. We have won pitches and lost pitches that TrinityP3 ran - whatever the result we always felt fairly treated and well-informed every step of the way. They have absolute integrity - and no one pulls the wool over Darren Woolley's eyes. After the pitch Darren and his team maintain an interest in ensuring the partnership continues smoothly. Whenever we are invited to a pitch involving TrinityP3 we always know it will be well run, fair and we will have to deliver every step of the way to win."

Matthew McGrath, Ex-CEO Young & Rubicam Brands

- From an agency point of view there's often a degree of cynicism about the role of “intermediator”. However TrinityP3 genuinely do orient themselves in commercially viable solutions for sustainable clients and agency partnerships. They focus on getting the right relationships, right people and the right terms. They are smart enough to know that if all these ingredients aren't dead right, then the partnership is doomed from the outset.

Paul Williams, Group CEO Belgiovane Williams Mackay

The Process

Challenges of Pitching

- Time and resources:
 - average pitch typically requires 600 – 800 internal head hours.
- Disruption to marketing process:
 - not only within the department, but the incumbent agency if shortlisted.
- Possible exposure of brand and business confidential information to the market.
- Time and human resources to induct and orientate a new agency.
- Knowledge loss with a change of agency.
- Including the right kind of agencies in the selection process.
- Managing the process in a timely and professional manner to enhance corporate reputation.

Why use a 'Pitch' Consultancy?

- TrinityP3's service more than pays for itself.
- TrinityP3 substantially reduce time and resources required to find a new agency.
- TrinityP3 cast the net across the entire industry via our online database, so you don't miss anyone.
- TrinityP3 help you find an agency that fits your culture, goals and structure.
- TrinityP3 manage the process and assist with media relations to maximise reputation.
- TrinityP3 negotiate the remuneration to ensure the best value is achieved.
- TrinityP3 negotiate a sustainable contract to your specific needs.
- TrinityP3 have a trusted reputation with marketers and agencies.

Our Services

- TrinityP3 has a range of services to suit advertisers of all sizes and all requirements.
- We provide expertise in a full range of marketing services categories including media, creative, digital, public relations, design, research, promotions, etc.
- There are three TrinityP3 services to assist advertisers looking for new service providers:
 1. Industry Search.
 2. Pitch Management Pack.
 3. Managed Search & Selection.

1. Industry Search

Wondering where to start in selecting a new provider?

- This provides you with the benefits of our extensive database of service providers.
- In response to a brief, downloaded from the TrinityP3 website, we provide the details of up to 12 suitable service providers to suit your needs.
- The Industry Search highlights agencies with conflicting and competitive business.
- From submitting your completed search brief, the list is provided to you in 10 working days.

2. Pitch Management Pack

Wanting to run a pitch, but unsure of the best way to do it?

- A TrinityP3 consultant meets with you to prepare a brief of your requirements and discuss process, timelines and issues.
- A process and timeline are mapped out and provided to you along with a list of suitable service providers to suit your requirements.
- A Pitch Pack with a set of documentation, templates and instructions is provided to assist you to manage the process.
- Your TrinityP3 Consultant is available to provide advice throughout the process.

3. Managed Search & Selection

Want the security and comfort of having the process managed?

- TrinityP3 can work with you to plan and manage as much or as little of the process as you wish.
- We can work with your procurement or supply area providing industry knowledge to the process.
- Our extensive experience and industry knowledge means the process runs professionally and seamlessly.
- TrinityP3 can manage all of your stakeholders, internally and externally, to ensure a total inclusive process and ultimately the best outcome for your organisation

The TrinityP3 Difference

- **Our search and selection review**
 - Focuses on what builds a successful relationship over time rather than a creative result for one particular campaign.
 - Is built around a Client's particular needs.
 - Delivers quality and value through a clearly defined process that has been built from experience in the industry combined with financial and benchmarking analysis.
 - Meets the practical needs of marketing whilst maintaining the highest standards of due diligence and corporate governance.
- **Our methodology**
 - Is supported by tools and resources that give complete transparency of all recommendations provided.
 - Combines best practice from Australia, Europe and the U.S.
- **Unlike most competitors, we don't take payments from agencies**
 - Process is 100% transparent, independent & confidential.

For more information, please call

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