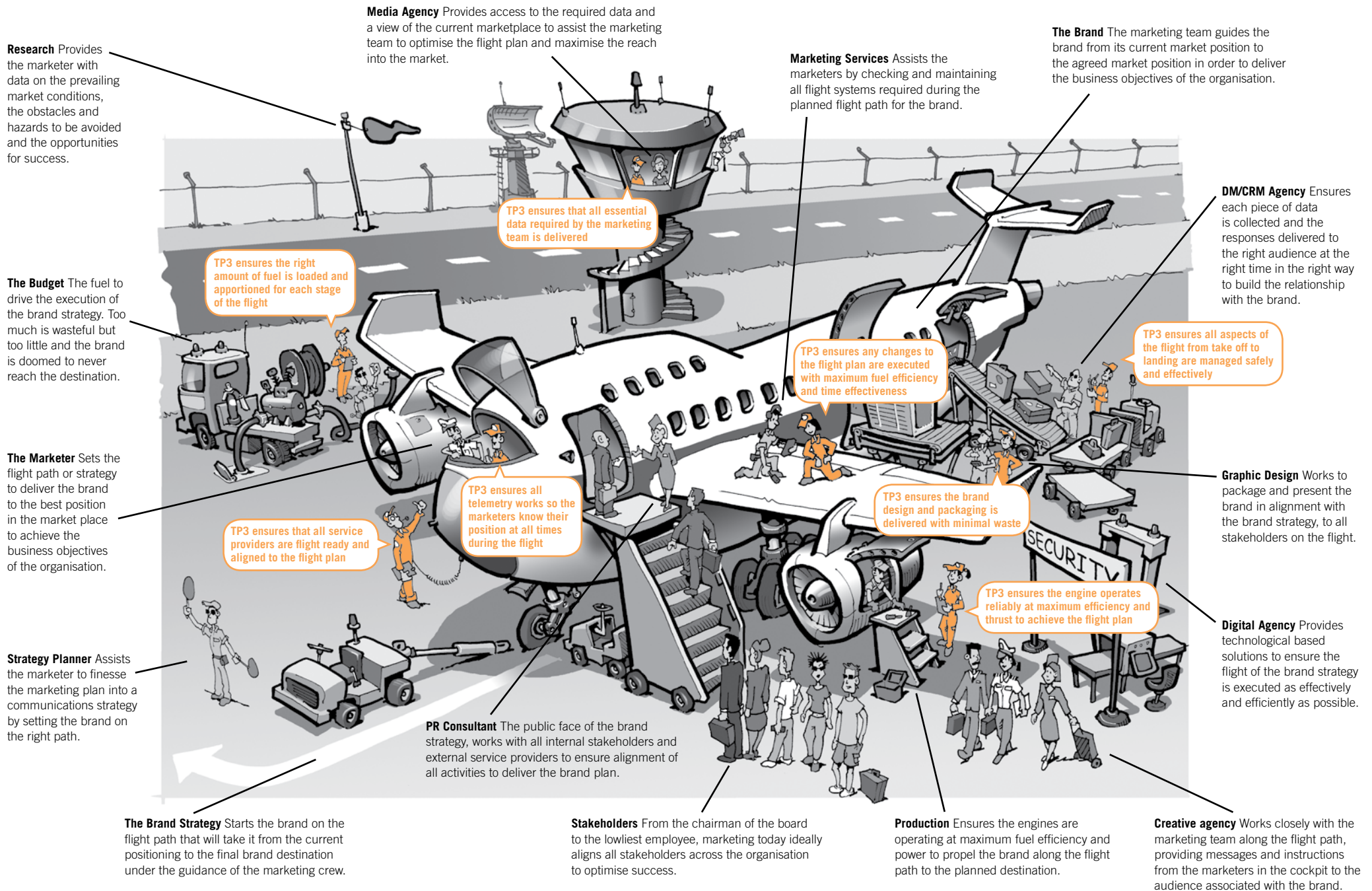




align your
marketing
process to
maximise
efficiency
and
effectiveness



process efficiency or marketing effectiveness?

The fact is that in the increasingly complex world of marketing communications, marketers need both **efficiency** and **effectiveness**. There is extensive research that shows that the most effective marketers take both a **strategic** and a **process** approach to marketing.

On a higher level the marketer is the strategic driver, focusing on developing the strategy and implementing the marketing plan to achieve the business objectives. However, there is an equally important area of marketing efficiency that ensures the effectiveness of this strategic function.

In this technology driven world, with ever increasing channels to reach an ever-fragmented audience, marketers are engaging an ever-increasing number of specialist service providers.

Managing this complex array of service providers and aligning them to the strategy is imperative if marketers are going to increase their effectiveness by maximising the efficiency of the marketing plan.

Think of the dynamics in terms of a commercial airline:

If the pilot is doing the maintenance then they have less time and resources to dedicate to delivering the strategic results. **What they need is an experienced, reliable and dedicated team to manage the maintenance for them.**

The **pilot** and **co-pilot** are the marketers defining the flight path, or strategic path of the brand to achieve the business objectives.

The **cabin crew, the baggage handlers, security, re-fuelers, ground crew, air-traffic control, catering** and all of the other flight crew are the various stakeholders and service providers recruited to implement the flight plan.

The final piece to the team is the **maintenance engineers**. They are responsible for ensuring that the aircraft is flight ready and all equipment and systems are well maintained and operating reliably and at maximum efficiency. This is TrinityP3.



who's handling maintenance?

Increasingly marketing is the focus of procurement, with more procurement professionals becoming involved in bringing traditional procurement process to the marketing category. However, procurement professionals may have little or no experience with the marketing process, and the results can be underwhelming.

Some organisations have addressed this by either recruiting a procurement person with marketing experience or finding a marketer with a procurement focus to work within marketing to maintain the relationships with the suppliers and optimise the remuneration.

The main limitation of these models is that often they are operating within a knowledge vacuum with little or no access to industry benchmarks or behaviours beyond the existing supplier relationships. Therefore there is little opportunity for achieving the best practice within the category or developing solutions beyond the existing practice.

Some organisations use a traditional business consultant, such as KPMG or Accenture, however these organisations do not have hands on, industry experience across the marketing categories. **They do not appreciate the delicate the balance between cost cutting and the creative product.**



GETTING THE BALANCE RIGHT

Experts: TrinityP3 has subject matter experts across the full range of disciplines and each has more than ten years experience in their area of speciality.

Experience: As an organisation we have experience across all marketing categories including FMCGs, automotive, retail, financial services and the like.

Industry knowledge: 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 **greater effectiveness** for the marketing.

A simple solution to a complex problem - You fly the plane and let us take care of the maintenance.

who, where, why TrinityP3?

TrinityP3 was founded in 2000 and is now the **leading marketing management consultancy in the APAC region**, consulting on billions of dollars in marketing expenditure.

Benchmarking and assessing current processes and costs, TrinityP3 identifies opportunities for greater efficiencies and effectiveness in all aspects of marketing communications including advertising, media planning and buying, public relations, digital and direct marketing.

With a regional network of industry professionals, and offices in Melbourne, Sydney, Hong Kong, Singapore, London and Wellington, TrinityP3 has undertaken work for many of the world's top advertisers including:

Cadbury
Kellogg's
SCA Hygiene
Honda
Pepsi Co
Singapore Government
Ikea
Hutchison
Australian Government
British American Tobacco

Nestle
Unilever
Toyota
Ford
Visa
Diageo
McDonalds
Vodafone
Lexus
Westpac

Why TrinityP3?

We think of our relationship as part of the **TRINITY** between the advertiser and their service providers. And P3 because we align the **PEOPLE** within this broad team to the **PURPOSE** defined in the marketing strategy to deliver marketing effectiveness through the most efficient **PROCESS**. People, purpose and process = P3 and another trinity.

Marketers focus on developing the marketing strategies and executions to deliver their business objectives (EFFECTIVENESS). **We assist 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).**

That is why we are NOT cost consultants, or pitch consultants, or procurement consultants. **TrinityP3 is a marketing management consultancy.**

TrinityP3 clients receive

- Improved relationships & effectiveness
- Understanding & insight
- 100% independence
- Broad, relevant industry experience
- Fixed costs upfront

GREEN MARKETING

TrinityP3's Green Marketing is quickly gaining a global reputation for breakthrough 'green' services to measure carbon emissions across advertising and marketing communications, and providing marketers with specialist green auditing and compliant and traceable carbon offsetting programs.

Marketers can now have their media or production proposals assessed with an independent guide to the level of CO2-e that is being added to the atmosphere. Once we know your emissions, TrinityP3 can help with in-depth environmental audits, help you reduce and finally guide you through offsetting with certified carbon credits.

Green Marketing services include:

1. Environmental Strategy: Aligns marketing practice and impact with organisational environmental strategy.
2. Green reduction: Undertakes reduction strategies and reduces waste and environmental costs associated with your marketing.
3. Green Assessments: Assesses the current environmental impact of your marketing activities across media and production.

align, improve, assess

To maximise the value of marketing, advertisers need a totally integrated process that engages service providers from beginning to end. To have agencies working towards the same goal, marketers must select the right specialists and make sure each works together to deliver the right brand presence in the marketplace.

1. Strategic Alignment:

Changes to improve strategic performance:

- the right structure in the marketing department
- the right engagement process internally and externally
- the right service providers to suit your marketing plan
- the right contracts and remuneration for results

Services include:

- 1. Roster Rationalisation** - Determine the optimum number and calibre of suppliers to deliver your needs.
- 2. Supplier Search and Selection** - Select the ideal supplier to deliver your needs.*
- 3. Remuneration/PBR** - Ensure your remuneration level and type supports the delivery of maximum value.
- 4. Contracts** - Develop contracts that provide transparency, accountability and management efficiency.
- 5. Engagement Agreements** - Replace SLA's and KPI's to encourage more collaborative environments.
- 6. Environmental Strategy** - Align marketing practice and impact with the environmental strategy.
- 7. Strategic Supplier Sourcing** - Achieve cost efficiencies and enhanced quality through effective sourcing.

2. Process Improvement:

Improving current performance:

- understand the processes
- understand what questions to ask
- understand what services cost
- understand industry jargon and best practise

Services include:

- 1. Training Workshops** - Industry specialist knowledge to manage your process efficiently.
- 2. Process Optimisation** - Develop the most effective process to deliver marketing requirements.
- 3. Process Mapping** - Map and review processes against industry best practice.
- 4. Collaboration & Relationship Improvement** - Monitor and implement process improvements to foster collaborative environments.
- 5. Green Reduction** - Undertake reduction strategies to reduce the environmental costs of marketing.
- 6. Production Management** - Improve management for greater transparency and accountability.

TrinityP3 offers services to ensure:

- 1:** strategic alignment of your business, marketing and communications objectives
- 2:** optimum processes with the right stakeholders so all work towards a common goal
- 3:** operational assessments maximise and measure the value of your communications

3. Operational Assessment:

Measuring current behaviour:

- improve your value for money
- improve speed to market, flexibility and capabilities
- improve your supplier relationships
- improve the quality of your creative product

Services include:

- 1. Cost Benchmarking** - Monitor the costs of marketing against industry benchmarks to ensure maximum value.
- 2. Media Strategy & Planning Assessment** - Ensure you are buying media better, not just cheaper.**
- 3. Media Buying Benchmarking** - Ensure you are buying at the best rate across your media investment.**
- 4. Process Reviews** - Review current processes for opportunities to improve speed to market and cost.
- 5. Collaboration and Relationship Evaluation** - Measure and monitor how current relationships are working.
- 6. Green Assessments** - Assess the environmental impact of marketing across media and production.
- 7. Production Assessments** - Evaluate and benchmark your costs to ensure best practice and maximum value.

*Service not available in Europe. **Service not available in Asia, Europe.

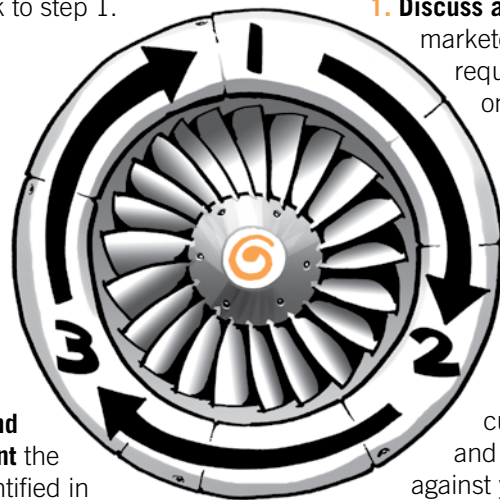
total category management

TrinityP3 also provides clients with a **Total Marketing Management** solution with on-going maintenance and improvement in managing service providers on behalf of the client. The TrinityP3 Total Marketing Management solution can be applied across the entire marketing communications category, utilising all three core areas of our service: strategic alignment, process improvement and operational assessment.

This is where you focus on flying the plane, and leave the maintenance to us, day in, day out.

Typically over a two year period, the cost of this **Total Marketing Management** solution equates to less than one percent of the marketing communications budget, yet typically we are able to deliver a 15% - 20% sustainable improvement in value to the current marketing budget.

4. Then back to step 1.



1. Discuss and articulate the marketers' needs and requirements based on the strategy and objectives.

2. Review and benchmark the current structure and arrangements against your marketing strategy and objectives.

3. Recommend and implement the changes identified in the benchmarking review.



TrinityP3 manage suppliers across the breadth of the marketing mix:

Creative Agencies -

Advertising/Creative
Brand Consultancy
Strategy Consultancy
Channel Planning
Retail

Media Agencies -

Media Planning
Media Buying
Media Strategy
Channel Planning
Digital Media Planning
and Optimization

Digital agencies -

Digital/Interactive Marketing
Web Development
Search, Mobile
Digital Creative

Direct Marketing:

Strategy Consultancy
(B2B & B2C)
Media Analysis
Database Design
Database Management
Direct Response Management
List Creation & Sourcing
Point of Sale
Promotions and Premiums

Public relations:

Media Relations
Internal Communications
Speechwriting

Corporate Social Responsibility
Strategic Counsel
Crisis and Issue Management

Graphic Design:

Package Design
Branding and Identity
Signage, Print Design

Production:

In-house Production
Electronic, Video Production
Print, Digital

Marketing Services:

Analytics
Connection Planning
Custom Publishing
Email Marketing
Experiential Marketing
Entertainment
Event Marketing
Mobile, Fulfilment
Integrated, Point of Sale
Shopper Marketing
Social Marketing
Sports Marketing
Sponsorship
Telemarketing
Word of Mouth

Research:

Omnibus, Qualitative
Quantitative, Online
Concept Testing
Brand Tracking



let's get to work, globally

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