

# "Marketing for Your Future" with Michael Farmer from TrinityP3 USA

May 5, 2020 Marketing for Your Future Marketing Strategy, Michael Farmer, Other, TrinityP3 USA



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## Michael Farmer

Executive Chairman At TrinityP3 USA

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

### WHAT SERVICES DOES YOUR COMPANY PROVIDE?

Marketing Strategy, Other

### ABOUT TRINITYP3 USA:

Consulting to creative and media agencies and their clients on Scope of Work, complexity and fee issues.

### HOW DO YOU DEFINE SUCCESS?

When we convince agency leaders and their CMO clients to re-establish their strategic and financial relationship to focus on getting brands to grow again. — Instead of accepting constant cost reductions that liquidate their capabilities.

### WHAT PERCENT OF YOUR ADVERTISING SERVICE OFFERINGS DOES MEDIA BUYING MAKE UP?

0%

### WHAT MAKES YOUR COMPANY UNIQUE?

We're the only firm in the world with the technology to measure and quantify agency work, the effects of relationship complexity, and the ever-declining price for agency services.

### WHO IN THE INDUSTRY INSPIRES YOU AND WHY?

Lenny Stern of SSK. Smart, creative, results-driven, thinks about the future in realistic terms.

### WHAT IS A TIP FOR SUCCESS THAT YOU WOULD PROVIDE SOMEONE IN YOUR SAME INDUSTRY?

For consulting firms that want to help transform ad agencies? 1) be prepared to have your thinking rejected by executives who don't want to lead or manage their operations; 2) become expert in understanding the concept of "denial."

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