# THE FUTURE OF MARKETING PROCUREMENT

RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

Asia's advertising market is projected to reach $376.4 billion in 2026, making it the fastest-growing advertising region globally (+5.9%), outpacing both the US (forecast at +4.8%) and EMEA (+3.6%).

This is not just a future projection; it's a signal of where the market is moving, where stronger agency relationships will be forged, and where Marketing Procurement professionals have the greatest opportunity to lead.

But it does come with a caveat.

The industry's landscape has never been more complex, and the pressure to demonstrate value has been consistently applied for years.

Add to that mix, the complicated economic landscape we are currently in. Across the region, consumer confidence is softening. Inflation, elevated interest rates, currency volatility, trade tariffs, rising energy costs, and the ongoing global conflict are having an effect on consumer spending.

Every dollar a brand is investing in marketing must work even harder. There is no room for waste, no tolerance for ambiguity, and no patience for agency partnerships that fail to deliver measurable returns.

Whilst 'more' means different things to Marketing, Procurement and Finance, the reality is that every departments needs to be delivering more, be that growth, share of market, ROI or efficiencies. And being able to do more with less is imperative, no matter your own definition of more.

For Marketing Procurement, this creates both urgency and opportunity. Urgency to rethink how agency relationships are structured and managed, and an opportunity to build the kind of collaborative, transparent partnerships that actually drive growth. Because regardless of whether your definition of "more" means market share, growth, ROI, or efficiency, the expectation is usually the same: deliver more, with less.

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## ARE YOU GETTING VALUE?

Just 48% of Marketing Procurement teams feel they are getting value for money from their agency partnerships. In a region of $376.4 billion in ad spend, that represents a staggering amount missing the mark and not delivering to its full potential. And, it's only going to get harder to measure value.

The rising complexity of the media landscape, new platforms, evolving consumer behaviors, fragmented channels, and the integration of generative AI into agency workflows, means that traditional measurement frameworks are becoming increasingly inadequate.

This is rarely a failure of intent on either side. It's a failure of structure. Traditional agency fee models were designed for a world where inputs were more predictable, labor was the primary cost driver, and output was relatively easy to define. None of those conditions fully apply today, especially across Asia's diverse and dynamic markets.

The frameworks have not kept pace with the reality of how work gets done, where it gets done, or the technology being used to do it. And in Asia, where market dynamics shift faster than in most other regions, any misalignment carries an even steeper cost.

### AI IS CHANGING THE UNIT OF VALUE

Every major agency is investing heavily in generative AI. In principle, this is a good thing, creating the possibility of faster, more adaptive, more personalized work. But it can be a problem for Procurement teams that do not have the right governance or contractual transparency in place to understand when and how AI tools are being used in their agency workflows.

What is also interesting, is that 76% of Procurement leaders report seeing no savings in creative agency fees despite AI adoption, and 79% report no reduction in media agency fees. Agencies are capturing the efficiency gains, but brands are no seeing the impact in terms of value.

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Closing this gap requires moving quickly and specifically. Revise contracts and fee structures before the gap widens. Establish requirements for agencies to disclose when and how AI tools are being used in the delivery of your work. Define how efficiency gains will be shared, and ensure that technology is being correctly costed into all marketing strategies. This is not about penalizing agencies for innovating. It's about ensuring that when productivity improves, both parties benefit.

It's no longer about who performs the work. It's about how the work is produced, how intelligently it adapts, and how efficiently it improves.

# THE AGENCY FEE MODEL IS BEING REWRITTEN.

The data is unambiguous about where this is heading:

**75%** of advertisers are planning to change their agency compensation model within three years.

**56%** of advertisers expect deliverable or value-based fees to increase over the next three years.

**41%** of advertisers cite transparency as a primary driver for changing compensation models.

### THE INTENT IS CLEAR, BUT THE EXECUTION IS LAGGING BEHIND.

Day-to-day practice has not yet caught up with strategic direction. Time-and-materials remains the dominant model in most markets. Agencies are actively exploring new pricing models that bundle expertise and proprietary technology in ways that are harder for clients to unbundle and assess. So, Procurement needs to build the infrastructure and contractual frameworks now, based on data and real evidence, to be well-positioned to manage this shift rather than respond to it.

Data and technology are not optional extras in this new landscape. They are the foundation for managing cost accountability at scale.

Transparency in fee structures is absolutely necessary, but it isn't sufficient. The agency partnerships that are driving real growth and efficiency are where Marketing, Procurement, Finance are working with the agency toward a shared definition of success from the outset.

## REDEFINING AGENCY PARTNERSHIPS WITH RIGHTSPEND

One system that can help you rationalize, resource, and pay for agency partnerships with confidence.

Agency rosters rarely get simpler on their own. They grow through mergers, regional expansion, one-off campaigns, and specialist hires. Before long, Procurement is managing a patchwork of agency partners, fee structures, and contract terms but with no single source of truth.

> ***"Transparency is not a value statement; it's a structural requirement. "***

For Marketing Procurement, that patchwork can translate into wasted spend, duplicated capability, and slower decision-making.

RightSpend has been built to give Procurement teams control over the full agency lifecycle. In just one system, it brings together three connected modules, RightEvaluation, RightAgency, & RightSpend, so every decision is grounded in the same data, rather than three separate silos.

### THE CHALLENGE FACING PROCUREMENT

Most Procurement directors are asked to do three things at once, usually with three different tools and three different owners:

- Prove that every agency on the roster is still earning its place.
- Find and vet new partners quickly enough to keep pace with the business.
- Demonstrate that fees are fair, competitive, and defensible to Finance.

When handled separately, these tasks pull the team in different directions. A roster review without market benchmark can't tell you whether an agency is expensive. A new agency search without any evaluation history repeats the same onboarding mistakes. And a fee negotiation without visibility into performance is just a negotiation about price, not value.

RightSpend closes the gap, treating sourcing, rationalization, and agency fee benchmarking as one continuous process.

## THREE WAYS RIGHTSPEND REDEFINES YOUR AGENCY PARTNERSHIP

RightSpend is built around three modules, which map directly into Procurement's core responsibilities. Each can be used independently, but the real value comes from using them together.

***"The agency landscape is changing for everyone. With the right data, you have the influence, the spend oversight, and the ability to set the standards for tomorrow."***

1. **RightEvaluation:**
   Review & rationalize your current agency roster.
   RightEvaluation provides a consistent, evidence-based assessment of agencies on your roster, across creative quality, delivery reliability, responsiveness, and commercial value, rather than relying on anecdotal stakeholder feedback alone.

2. **RightAgency:**
   Source & vet new partners with confidence.
   When a gap opens on the roster, a new market, a new capability, a replacement for an agency exited through RightEvaluation, RightAgency gives Procurement teams a structured way to identify and qualify new partners, instead of starting from a blank page or an old RFP template.

3. **RightSpend Benchmarking:**
   Maximize your budget by benchmarking every fee & cost structure.
   RightSpend benchmarking compares agency fees, resourcing models, and rate cards against our proprietary data, so you get unparalleled transparency and clarity on marketing spend, eliminating budget wastage.

## BUILDING THE COLLABORATIVE AGENCY PARTNERSHIPS ASIA NEEDS.

None of this works without a fundamental shift in how Marketing Procurement teams approach their agency relationships.

Marketing Procurement teams succeeding are those that combine a rigorous, data-driven approach with a genuine commitment to collaborative partnership.

Transparency is not a value statement; it's a structural requirement. When all stakeholders understand how costs are structured, how value is created, and how performance will be measured, the groundwork for genuine collaboration is laid.

Asia's marketing complexity is not going to simplify. The macroeconomic headwinds are not going to resolve quickly. And the pace of technological change is not going to slow down. The Marketing Procurement teams that define the processes, the contracts, and the partnership models now are the ones who will control the agenda in the future.

The agency landscape is changing for everyone. With the right data, you have the influence, the spend oversight, and the ability to set the standards for tomorrow.

The question is not whether the future of Marketing Procurement in Asia needs to be different. The question is whether you will be the one who defines what different looks like.

### *Move Forward In A New Direction:*

**UNDER PRESSURE TO DO MORE WITH A FIXED OR SHRINKING BUDGET?**

RightSpend offers a way to make agency partnership decisions that are rationalized, well-sourced, and cost-disciplined without adding headcount or building the process from scratch.

***Book Your Discovery Call:***

Book a call with RightSpend and lead your team into the future of Marketing Procurement.

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