

A woman with long, wavy blonde hair is shown in profile, looking down at a product on a grocery store shelf. The background is filled with various products on shelves, creating a sense of a busy retail environment. The entire image is overlaid with a semi-transparent blue filter.

# RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

CASE STUDIES: FMCG

## THE SITUATION

- The client was provided a rate card by their agency, with a staffing plan encompassing a single global average.
- The agency's grouping of titles (junior and senior) enabled them to inflate hourly rates – applying high-end senior rates to junior staff.

## CASE STUDY: FMCG COMPANY

### THE RIGHTSPEND PLATFORM...

- Accurately assessed hourly rates by job function across all 43 of their global markets.
- Identified the agency hourly rates were **21% higher** than the benchmark.
- Determined the agency also used a higher overhead rate and profit margin to develop its rates.



## THE CLIENT BENEFITED FROM:

- **A 16% direct savings reduction\*.**
- Renegotiated its rates with the agencies based on data, not emotion.
- Amended contracts to ensure that key metrics, including Hours per FTE and overhead rates were made country specific.

\*savings based on new negotiated rates applied to last actual year of data.



A woman with long, wavy blonde hair is shown in profile, looking down at a small blue and white product box she is holding in her hands. The background is a blurred grocery store aisle with shelves of various products. The entire image has a dark blue overlay.

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