



RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

CASE STUDY: PHARMACEUTICAL

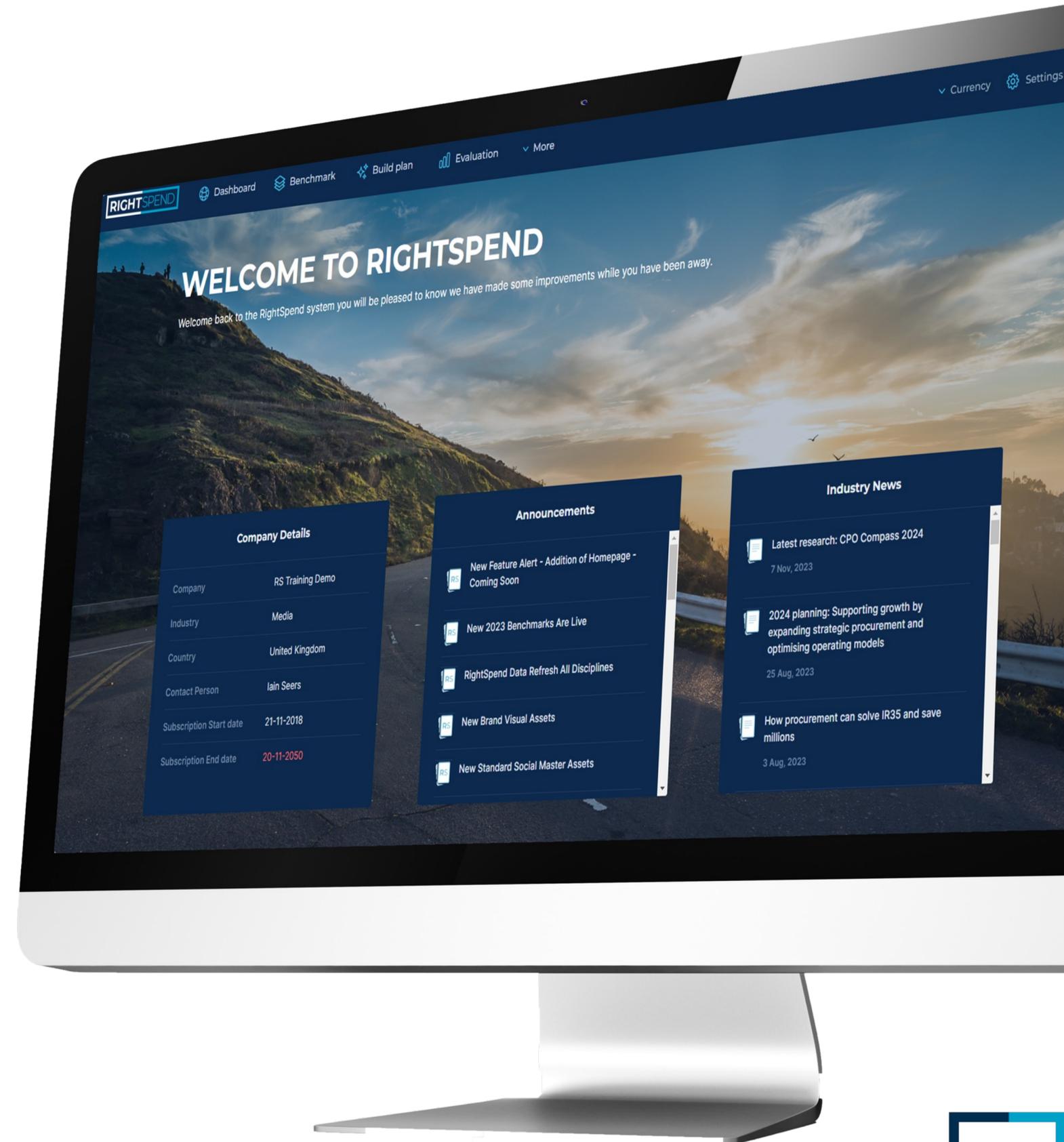
THE SITUATION

- The client was presented with a 23% increase in staff hours from the agency.
- New scope of work requiring a sharp increase in staff was stated as the reason.
- The client's total marketing budget only increased by 8% from the previous year.

THE RIGHTSPEND PLATFORM...

'Should Cost' asset benchmarking was utilised to:

- Accurately compare the scope proposal with commensurate data.
- Account for the scope's increase in tactical nature and a proposed 6% in additional hours.
- Identify discrepancies with the seniority of staff required to deliver the project.



THE CLIENT BENEFITED FROM:

- **A 17% reduction on agency fee.**
- Right-sizing the staffing plan aligned to the scope of works.
- Increasing staff hours by 6%.
- Adjusting some senior roles delivering the project for further efficiencies and savings.



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