#### CONFIDENTIAL INFORMATION

# RIGHTSPEND

## MARKETING PROCUREMENT INTELLIGENCE

### CASE STUDY: GLOBAL ALCOHOL BRAND

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## THE SITUATION

- With no formal procurement process there was poor internal relationships between marketing & procurement, with very little understanding between department goals.
- Fragmented legacy agency relationships some good and some bad.
- No visibility of layers behind Scope of Works and Rate Cards.
- Smaller budgets in place, but across a large number of brands, which quickly added up to a bigger annual spend than initially considered.

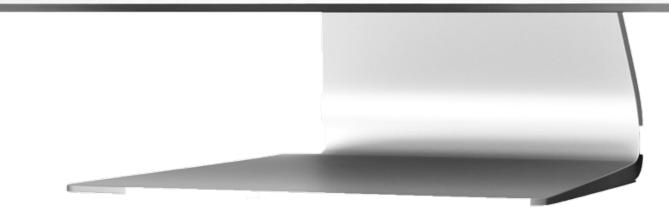


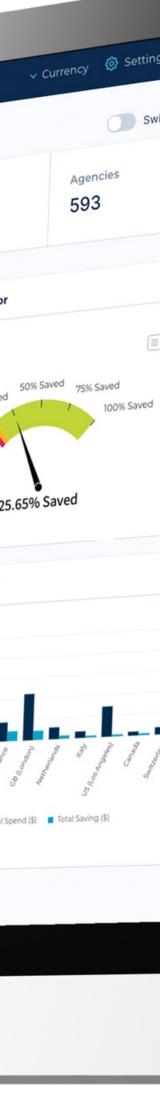
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## THE RIGHTSPEND PLATFORM...

- Enabled benchmarking of all agency hourly and asset rates. Coupled with an evaluation carried out of existing agencies and contracts determined the client was paying above benchmark rates.
- Recommendation to decouple production in certain instances for additional savings and benefits.
- Established a marketing procurement process and team structure to focus both departments on a common goal.
- Coaching provided to both teams in agency negotiations to ensure they were able to realise the initial findings and implement processes moving forward.

Account overview 25.7%	Total spend	Approved plans 108 / 1,236	
savings \$20,189,566	\$78,558,623		Sav
	Top Agency Spend		
Total Spend by Discipline	100M		
Advertising 611% ~	BOM EOM 40M		
Funct Markening, 0.1% Public Relations, 0.95% Events, Promotions, 2.13%	40M 20M		-0
Healthcare, 10.55% L Design, 6.25%	-20M		
Advertising Advertising Design Media Design Public Relations Direct Marketing	ni, Total Spend (	5) 📀 Savings against Benchmark (\$)	Savin
Savings by Discipline	Total Spend by Market		500M
Ш. ООМ			400M 300M
0M 0M		RU ST	200M 100M
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Total Spend (\$) Total Saving (\$)	No data available SIM SIM	- \$1B <b>=</b> > \$1B	
	ND Data avansure		

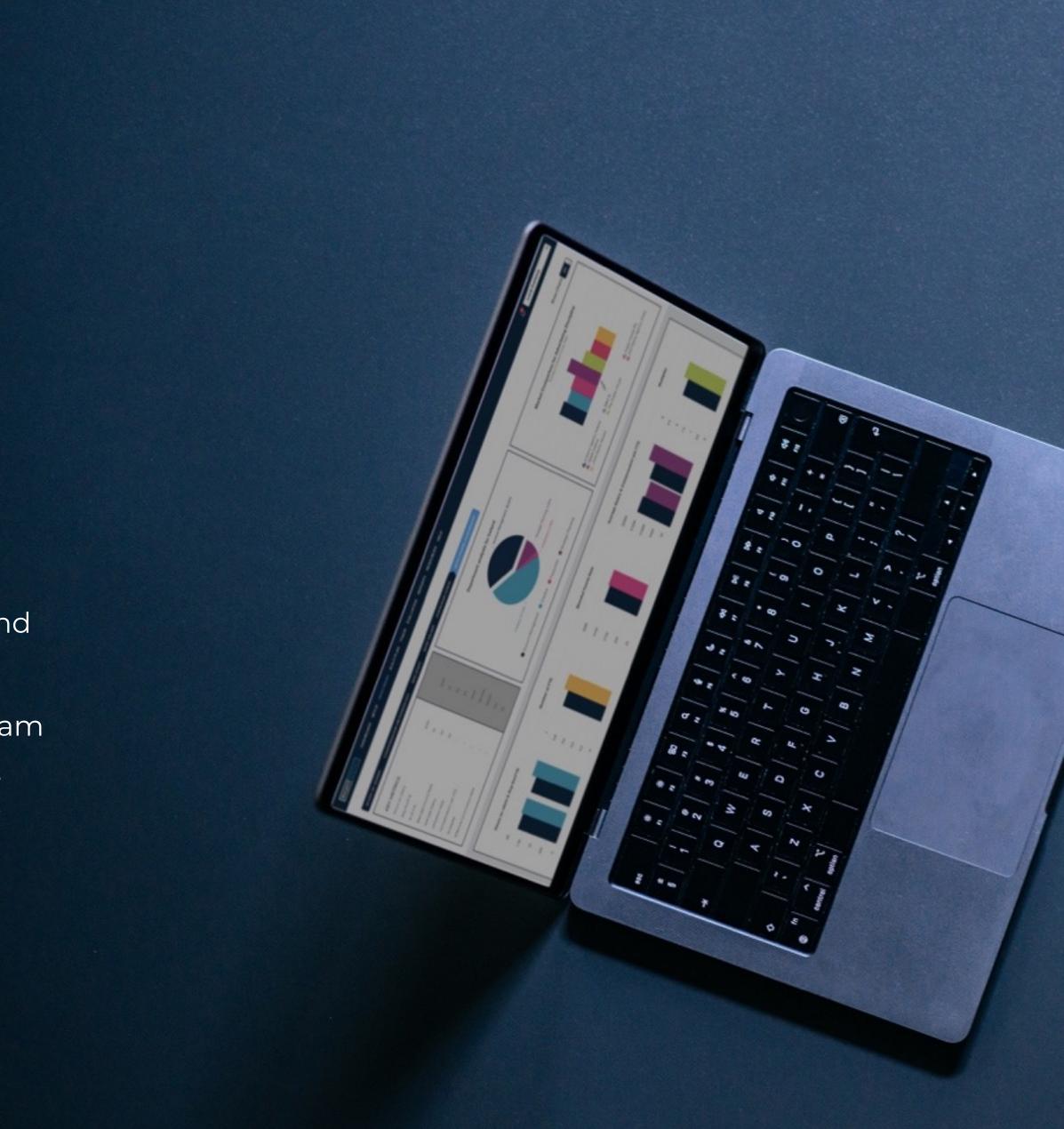




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## THE CLIENT BENEFITED FROM:

- \$750k savings from just the first brand in their range to be assessed with RightSpend.
- Improved relationships internally. Marketing saw Procurement as an enabler, rather than a barrier.
- Agency relationships improved. Budget was reinvested and transparency meant less time discussing ambiguities.
- The brand invested in a larger Marketing Procurement team who all had access to RightSpend to sustain their positive position and continuous improvement across their entire range of products.





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