

CONFIDENTIAL INFORMATION

# RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

CASE STUDY: GLOBAL ALCOHOL BRAND



## 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.

### 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.



## 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.



A background image of a glass of whiskey with a large ice cube and a garnish being poured from a decanter. The image is overlaid with a dark blue semi-transparent filter.

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