

CONFIDENTIAL INFORMATION

RIGHTSPEND

MARKETING PROCUREMENT INTELLIGENCE

CASE STUDY: AUTOMOTIVE



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THE SITUATION

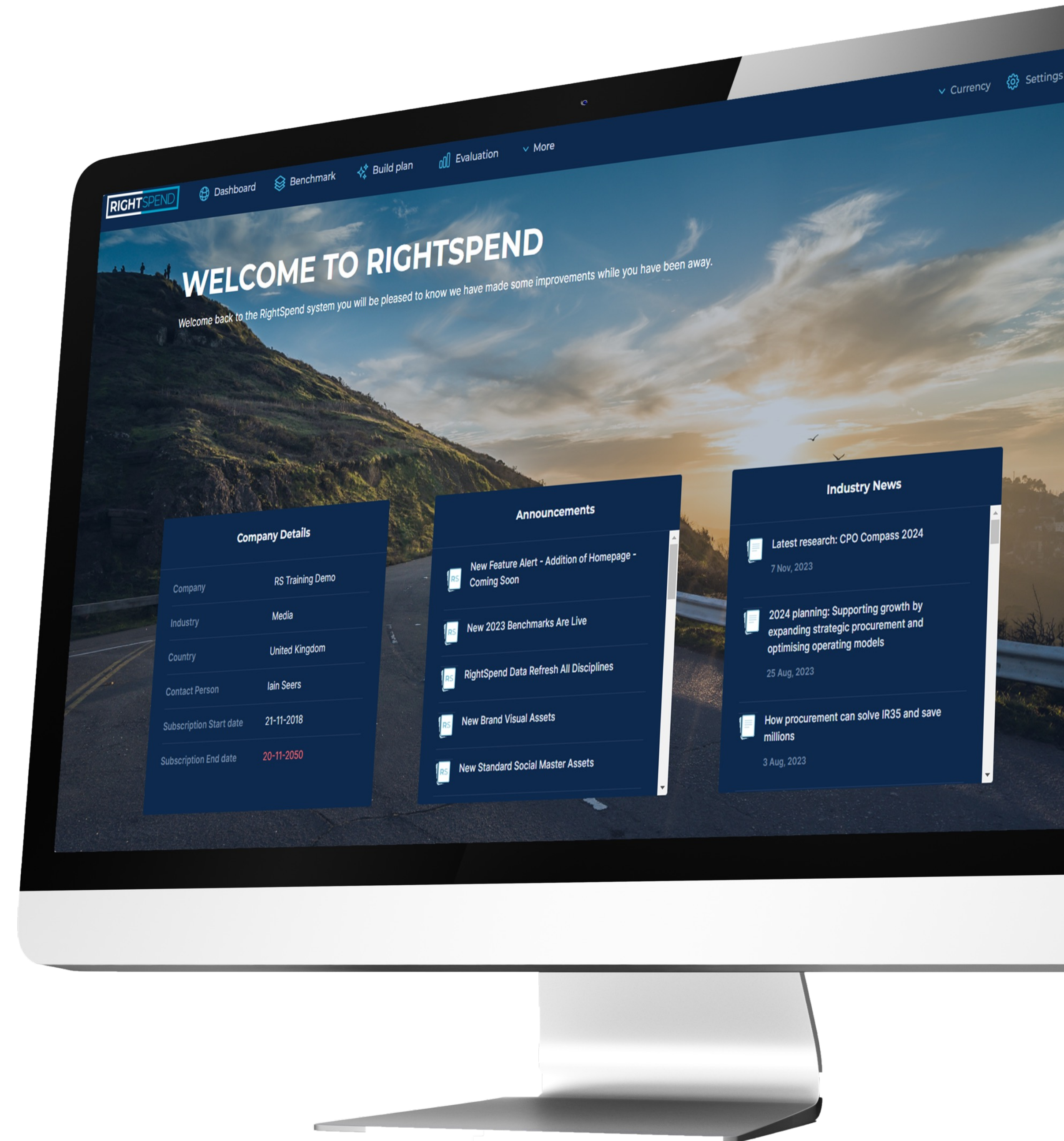
The company invested in RightSpend to help them identify efficiencies and potential savings in their Marketing Procurement process.

With a takeover of their internal agency, the client wanted to be in the driving seat when it came to their contracts with the new agency holding company.

Working together, Marketing & Procurement working globally from their UK HQ, wanted to ensure all regions within their global reach were delivering a maximized ROI.

THE RIGHTSPEND PLATFORM...

- Gave access to reports for evaluating assets and staffing across their global markets, revealing:
 - Agency hours were identified to be more than double the benchmark hours required for the asset class.
 - A discrepancy in senior and junior rates showed an excess in overall compensation.
 - A disproportionately large number of staff/hours in account management were shown across their projects.
- A visual overview of all of their agencies, highlighting those who were under performing, and those that represented the best value for money.
- Each agency and SOW was evaluated to find efficiencies to be redeployed and the data was used to inform negotiations and new SLAs.



THE CLIENT BENEFITED FROM:

- **Average 40.4% saving potential identified in the first 6 SOW evaluations.**
- Some roles were identified to be as much as 66% above the benchmark.
- Within the first 8 agencies reviewed, only 2 were found to represent good value.
- Armed with the RightSpend data the company had a strong basis for renegotiating with the new agency holding company to maximise their marketing ROI.
- The reports gave the company a clear understanding of their marketing spend and how they could deliver a better return on investment.



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