

Improve Marketing Effectiveness and Efficiency...In Less than 12 Months

EquaTerra advisors offer in-depth expertise in marketing, procurement and finance to help create sustainable value in your marketing organization.

We deliver results for companies sourcing their marketing spend:

- Most of our clients have achieved 10–15 percent in hard budget savings or in additional funds available for marketing activities should they prefer to reinvest.
- Our program can be 100 percent self funding after the initial assessment phase and the first round of vendor agreements are in place.
- Our solutions are fully sustainable and provide the platform for ROI-based decision making.
- We ensure our clients have all the tools they need for continued improvement and change after the engagement is completed.

For most companies, marketing activities represent a significant and highly sensitive annual expense. The technical knowledge and creative judgment that are required make marketing unique among business disciplines and can also be a barrier to open collaboration with other departments. At the same time, the financial discipline, supplier management tools and cost transparency that purchasing brings to the table sometimes is seen as a threat to marketing creativity and quality goals. We believe marketing and procurement skill sets are fully complementary, but also realize cross training in both disciplines must be provided as an integral part of any sourcing initiative.

Why talk to EquaTerra before launching a marketing spend sourcing project:

- **We know marketing** – Our practice experts have held senior positions in marketing and advertising.
- **We know procurement** – We advise many of the top global firms in state-of-the-art procurement solutions every day.
- Our team has more years of experience bringing marketing and procurement skills together than any other consultancy or advisory firm.
- We have all the tools, benchmarks and management reports larger firms have, but we believe that every client is unique and entitled to a unique solution.
- **We employ only seasoned executives** – our advisors have an average of 20 years of experience and can interface with senior client management.

Proven Results: Client Saves \$100 Million

We helped a Global 500 food manufacturer evaluate and source its marketing spend, resulting in nearly \$100 million in savings.

Timing is everything; we help you make faster, more effective decisions.



Our sourcing approach helps marketing and procurement departments collaborate to create maximum value for their company. We provide a framework for success – seasoned procurement and marketing professionals, proven methodologies and results-oriented decision-making tools – when sourcing and managing marketing spend.

Collaborative marketing and procurement benefits:

- **Saves time** – Enables marketing professionals to focus more time on revenue creation by shifting the burden of routine supplier cost management, payment and reporting to procurement
- **Improves data transparency** – Provides consistent and transparent cost data across businesses and geographies for internal benchmarking and ROI-based decision making
- **Provides a cost-control dashboard** – Gives senior marketing executives a cost control “dashboard” to ensure funds are being spent where they have the greatest impact
- **Establishes policies and procedures** – Protects the organization by instituting consistent policies and procedures for acquiring and contracting marketing services
- **Offers the latest tools and techniques** – Opens access to electronic catalogues and e-auctions for marketing services purchases
- **Maintains supplier partnerships** – Facilitates true supplier partnerships by minimizing the bypass of preferred vendors and business partners
- **Promotes best practices** – Enables knowledge transfer and globalization of best practices in supplier management, purchasing technology and cost management

The benefits of collaborative marketing and procurement efforts are evident. EquaTerra has realized these benefits for clients firsthand, identifying “win-win” solutions linking marketing and procurement that work and are truly sustainable.

To learn more, receive the EQ Marketing Expense Review Data Template and Questionnaire, or discuss opportunities to increase marketing value through more effective sourcing and marketing spend management, please contact Phil Forman at 1 917 691 1362 or Phil.Forman@EquaTerra.com.

How much could you save this year or gain in competitive advantage and customer impact?

1. Let us send you the EQ Marketing Expense Review Data Template and Questionnaire for you to complete.
2. We analyze your response and develop a preliminary impact estimate.
3. We present the results to you and obtain your feedback.
4. You decide.

Key Areas of Expertise

- » Media and Advertising
- » Merchandising
- » Promotions
- » Commercial Production
- » Interactive
- » Graphic Services
- » Public Relations
- » Printing
- » Market Research
- » Consumer and Trade Fulfillment
- » Packaging Design
- » Consumer Services

About EquaTerra

EquaTerra sourcing advisors help clients achieve sustainable value in their IT and business processes. Our advisors average more than 20 years of industry experience and have supported over 2000 transformation and outsourcing projects across more than 60 countries. Supporting clients throughout the Americas, Europe, Middle East, Africa and Asia Pacific, we have deep functional knowledge in Finance and Accounting, HR, IT, Procurement and other critical business processes. EquaTerra helps clients achieve significant cost savings and process improvement with internal transformation, shared services and outsourcing solutions.

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