AGENCY MANIA SOLUTIONS
Strategic Partnerships Delivered.

AGENCY BRIEFING SOLUTION

BriefDeliver™ Overview

BriefDeliver™ is an online agency briefing solution designed to improve the speed and quality of input from clients to agencies. As a result, more effective communication and collaboration occurs. Richer insight development and greater alignment around strategy, goals, and expectations results, ultimately leading to better work.

Common Challenges

Agency feedback:

"We rarely receive briefs."

"Briefs are written as order forms instead of strategic assignments which stifles creativity."

"The brief changed but never was updated."

01 Client input brief is non-existent or quality is poor or lacks consistency and rigor.

Agency feedback: "Briefs should be more concise and have fewer, clearer objectives."

Agencies are often asked to start work before getting any brief, resulting in confusion, unjustified delays, and constant rework.

02 Client input brief lacks precision, often missing key data points or insight critical to guide agencies.

If the brief lacks clear success metrics or budget parameters it can seem that the client used it to figure out their objectives, resulting in significant project misalignment and unmet expectations.

03 Lack of versioning control and timely internal workflow approval process.

Poor version control results in excessive resource allocations and cost inefficiencies.

Agency feedback: "We don't know what version of the brief we are using."

04 Lack of reporting and central repository of prior brief submissions.

Limited insight prevents continued improvement and effective decision making.

Agency feedback: "We have no idea how to measure the quality of our input brief."

How do we benefit?

Poor quality briefing is responsible for significant waste in agency fees and productivity, misguided work, and late to market execution. Lack of detail, consistency, or process can significantly impact agency briefing, leading to false starts, confusion, redundancies, resets, delays, and excessive agency fees. An online brief library solution contributes to significant improvements in briefing quality, generating higher performing work and more efficient use of resources, internally and externally.
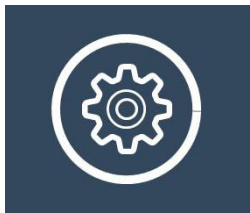
Efficiency
Reduced man hours for entry and review time

Less guess work

Streamlined agency engagement (fewer emails)

Alerts/reminders

Single sign-on (both client and agency)

Leveraging existing process to facilitate greater tool adoption
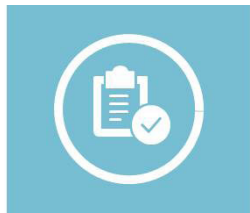
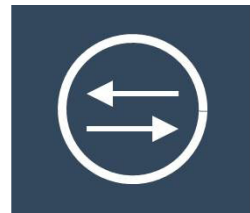### Improved Control
Versioning control throughout

Activity tracking and reporting

Audit-ready data/reports (print and pdf enabled)

Workflow approval process (optional)

Executive-level reporting summary

Accelerated Go To Market
Accelerated briefing submissions and updates

Real time entries, updates

Accelerated reporting

Flexibility
Supports diverse briefing requirements (based on type of briefing needs and execution)

Ability to access library of briefs

Adjustments to region/country/business can be easily made
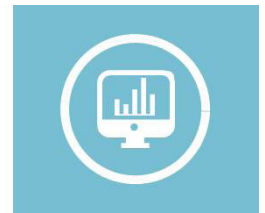
Better Work Performance
Enhanced client guidance and direction

Better insight into expectations

Improved agency ability to respond and delivery better work

Primary benefits of BriefDeliver™ include:

• **Reduced waste, rework, and off-strategy execution.** Speed to market and fiscally responsible use of budgets are top of mind for marketers. No one can afford to be off strategy or waste precious and limited resources to get there. A consistent set of templates ensure that the right information is collected and shared with the agency when it's needed.

• **Accelerated go to market development:** The competitive nature of the marketplace and acceleration of go to market requires client teams to move rapidly and remain agile throughout the project. Easy access to templates and existing briefs significantly reduces the guess work from the outset and provides them with all they need to communicate timely and effectively to agencies.

• **Productivity gain by clients avoiding manual entry and duplicative work.** A library of briefs and templates is available for quick reference and to speed up entry. Relevant information can be duplicated without requiring unnecessary or redundant entries, allowing clients to focus on value-add priorities.

• **Improved quality input translates into better work.** When agencies are clear about a particular assignment and have the necessary information from their client at the right time, they produce work that simply performs better.

How does it **work?**

• Easy to use interface prompts users to either "create new brief" or "find/edit existing brief"

• Library search functionality allows users to find prior briefs based on relevant criteria (by brand, agency, type, etc.)

• Templates can be used offline once printed or saved as PDF for easy personal archiving and reference

• Administrative and reporting functionality provides complete flexibility and customization

Use a simple interface to develop, submit and review briefs.

Enter names of client/ agency approvers

Select brief type

Start writing

The Result

Performance
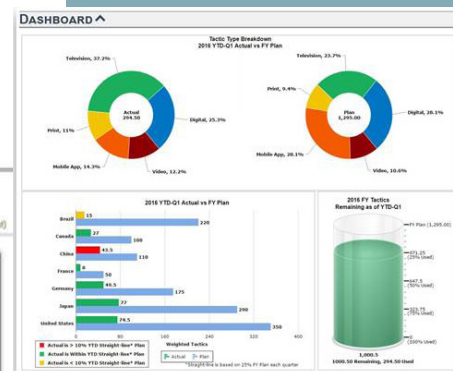Improved work quality and performance.

Transparency
Greater transparency and improved effective decision-making.

Access
Accelerated and improved access to actionable information.

Cost
Cost efficiencies in terms of improved leverage and go to market timing.

Dashboard-type reporting
This allows quick, ongoing monitoring and access to brief-related KPIs.

Our clients' continued accomplishments result from cutting-edge practices in the area of client/ agency performance evaluations. See how stronger relationships contribute to better marketing.

| Contact us at **www.agencymania.com** or call us at **425.999.3992** to learn more

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