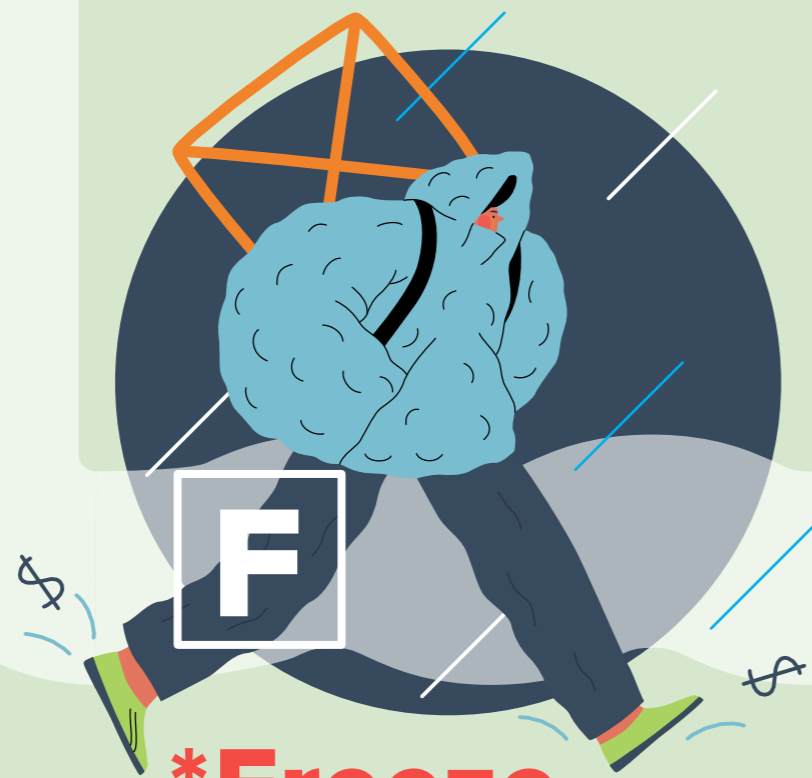


In economic turmoil, common decisions made by brand advertisers.

# What the

# F\*

All the ways by which brands can use the F word... for good or bad.



## \*Freeze...

advertising and marketing budgets until the economy recovers or more scrutiny helps identify most profitable investment opportunities.



## \*Fail...

to understand the downstream implications or domino effect of short-term thinking like cutting budgets, letting go of talent, etc.



## \*Freak-Out...

and start making irrational decisions, like asking for unrealistic, extended payment terms or agency costs that impact partnerships with agencies or their ability to perform.



## \*Favor...

activities and tactics that have the greater Return on Marketing Investment (ROMI), concentrating more spend on consistently proven, high-return opportunities.



## \*Fire...

agencies and consolidate spend with fewer partners to gain more economies of scale and better leverage in negotiations.



## \*Fix...

what's broken, focusing on wasted resources or practices that lead to suboptimal use of resources (e.g., poor briefing, scoping, alignment of agency talent, under/over-resource utilization, etc.).



## \*Fear...

what may happen down the road, avoiding tough decisions, taking short cuts or ignoring opportunities that have long-term potential.



## \*Find...

new ways of driving growth, using agency partners to produce innovative concepts and drive better, more effective use of resources.



## \*Fold...

activities and tactics that have the lowest Return on Marketing Investment (ROMI), are unproven or are considered at higher risk (experimental).



## \*Focus...

on what's most important organizationally and on internal practices that drive higher productivity, more streamlined and automated processes and lead to better outcomes.